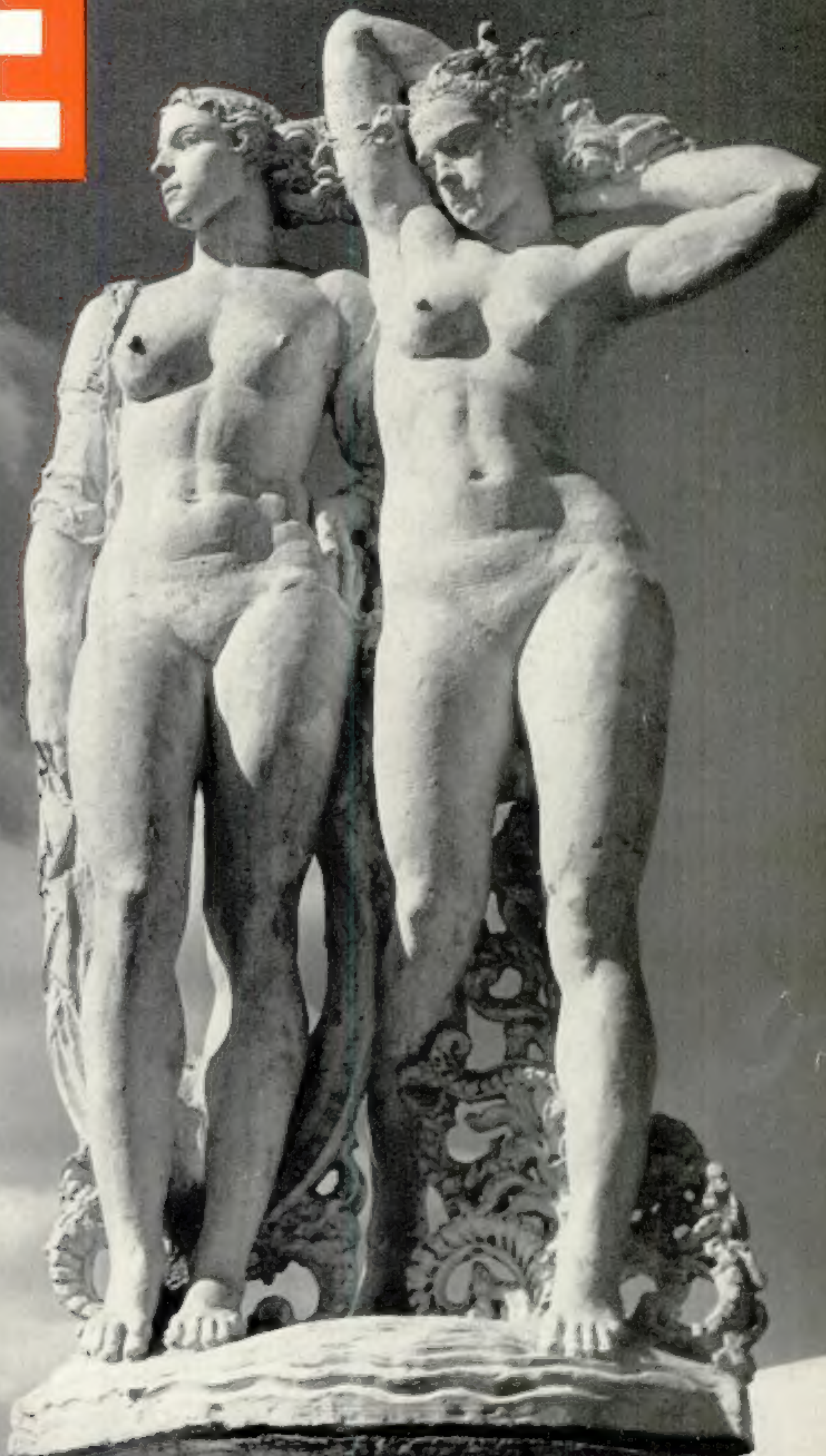


# LIFE



WORLD'S FAIR: "AMERICAN BEAUTIES"

MARCH 13, 1939

10 CENTS





# PROVE IT YOURSELF!



## ... THAT A FINE BLEND OF KENTUCKY STRAIGHT WHISKIES NEED NOT BE EXPENSIVE

Like an interesting personality, TOM HARDY is attracting many friends for many reasons. And whether you like TOM HARDY for its smooth taste... for its mellow flavor... for its Glenmore heritage... or for its economy, you'll be glad you made this test:

- **POUR IT**  
Pour yourself a drink of this "all-whiskey" Blend of several Kentucky Straight Whiskies.
- **SMELL IT**  
Enjoy the deep full-bodied bouquet of this famous GLEN-MORE Blend.
- **TASTE IT**  
TOM HARDY'S rare blend formula brings you a rich smoothness... at a surprisingly low price.

We believe you will agree that TOM HARDY is the smoothest, mellowest, best-flavored blended whiskey you ever tasted.

### YOU OUGHT TO KNOW

# Tom Hardy

## A BLEND OF KENTUCKY STRAIGHT WHISKIES

GLENMORE DISTILLERIES COMPANY, INCORPORATED  
LOUISVILLE • OWENSBORO, KENTUCKY

### OTHER GLENMORE PRODUCTS



*Pour GLENMORE you get more*  
Kentucky Straight Bourbon Whiskey  
90 and 100 Proof



*The Aristocrat of Bonds*  
Kentucky Straight Bourbon Whiskey  
Bottled in Bond—100 Proof



*Change to MINT SPRINGS  
and keep the change*  
Kentucky Straight Bourbon Whiskey—90 Proof





*Compare!...* AND YOU'LL WEAR  
"THE SHOE THAT GIVES YOU EVERYTHING!"

*Styl-EEZ*  
A SELBY SHOE

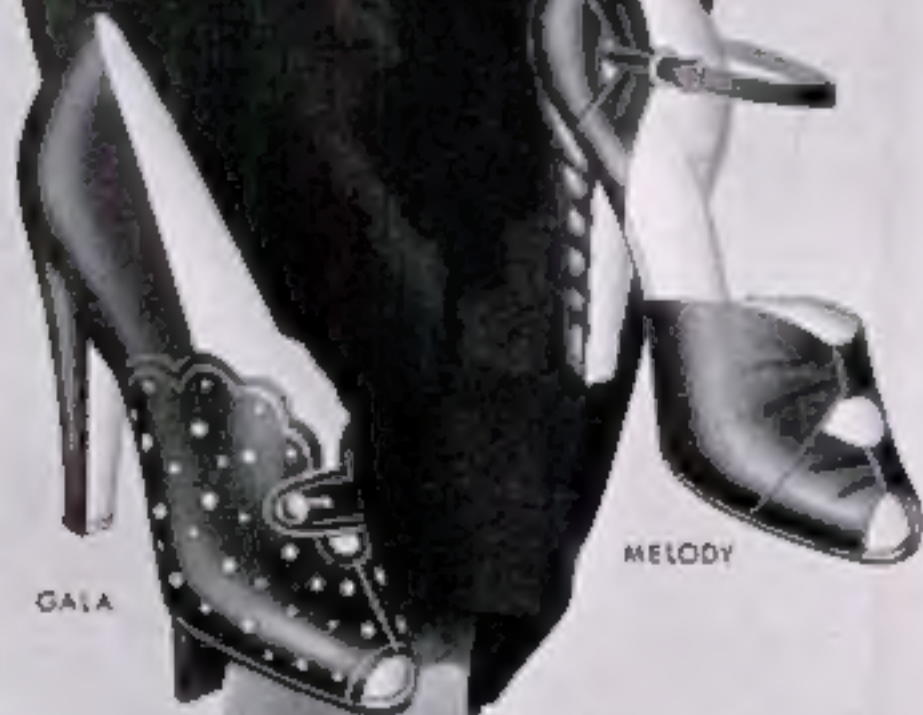
AT THE WORLD'S FAIREST PRICE

ONLY \$6.50

A few styles to \$7.50  
Slightly higher in Western States



CHARM



GALA



MELODY



ECHO



KELLAND



LENOX

ALL things considered, you'll find Styl-EEZ Shoes in a class by themselves. Yes, they give you style and flattery. Yes, they give you glorious ease. But more, they give you the marvelous support of patented concealed features *plus* the exclusive "flare-fit" innersole that helps avoid wobbly ankles. *Compare...* just test with the rest! You'll find Styl-EEZ more than a name...a shoe that gives you every little thing for very little money.

THE SELBY SHOE CO., Portsmouth, Ohio

*Look to your local papers for more Styl-EEZ news... or write for the name of your nearest dealer.*

Copyrighted 1939, The Selby Shoe Company

IN CANADA, SELBY SHOES, LTD., MONTREAL • IN ENGLAND, SEXTON SON & EVERARD, NORWICH • IN AUSTRALIA, SELBY SHOES, LTD., SYDNEY • FOR MEN, WALL-STREETER SHOE COMPANY, NORTH ADAMS, MASS.

This One



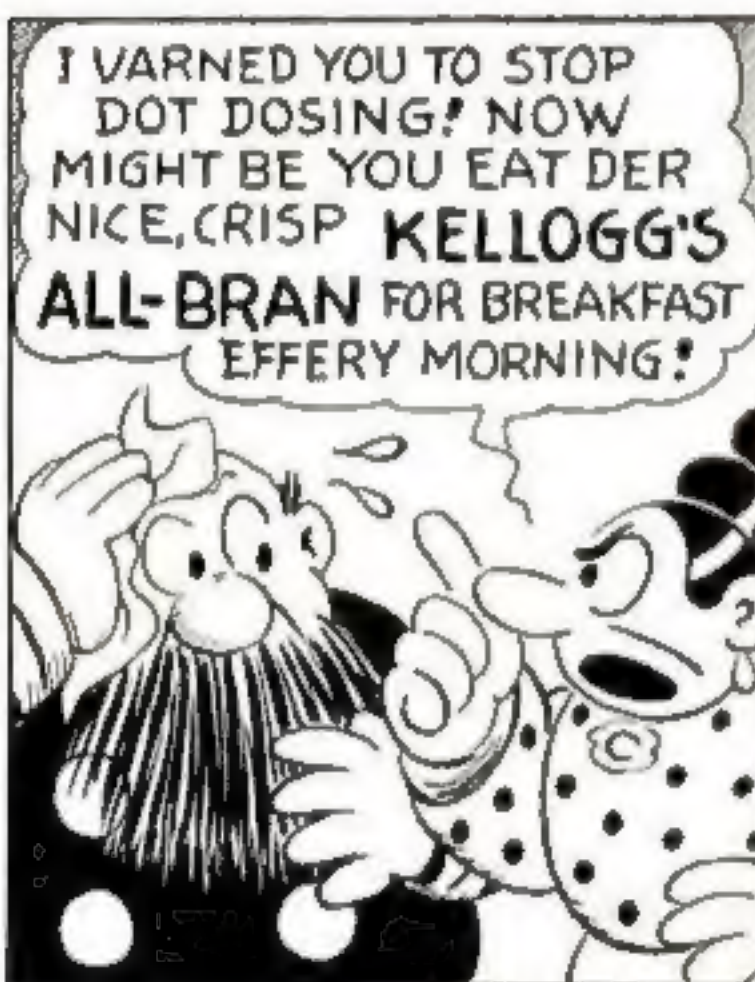
4JA8-HRH-BEJ6

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## THE CAPTAIN AND THE KIDS

—By Rudolph Dirks



YES, ladies and gentlemen, it's a much better way! Instead of enduring constipation and then trying to cure it with "quick relief," why not try to avoid it altogether by getting at its cause? You can—if your trouble is the



ordinary one (due to lack of "bulk" in the diet). For a crisp crunchy cereal—Kellogg's All-Bran supplies just the "bulk" you need. Eat it every day, drink plenty of water and "Join the 'Regulars'!" Made by Kellogg's in Battle Creek.

Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**

## LETTERS TO THE EDITORS

## Rabbit Slaughter

Sirs:

Your pictures in the Feb. 27 issue under the heading "Winter Rabbit Slaughter Lures Western Sportsmen" are some of the most revolting, blood-thirsty photographs I have had the misfortune to see. If those hunters shown clubbing rabbits to death are worthy of the title "sportsmen" then, by Heaven, I swear I'll lock my gun in a closet and never touch it again.

MAX KARANT

Chicago, Ill.

Sirs:

Frankly, I wept over the pictures of the Western rabbit slaughter.

A. READER

Norfolk, Va.

Sirs:

I have often wondered what I should do were I blessed with male progeny. Thanks to LIFE, I now know.

I would take my son to Utah, land of the great sport of rabbit hunting. I should give him some preliminary conditioning, such as pulling the wings off flies, and then, on his sixth birthday, I should present him with a club and surround him with bunny rabbits. The little dear could club them to his heart's content.

In a couple of years, I'd buy him a gun. For every tenth rabbit over 100 killed in ten hours, he would be rewarded with a gasoline-soaked kitten and a match. He could go from there to the invaluable training of throwing stones at old Jewish women, and, in his late teens, I would hire a few Japanese soldiers to teach him the finer art of rape as learned in Nanking.

At 21, he would receive an airplane with a few bombs to drop on hospitals and grammar schools. I'm sure he'd like that. And then I'd call him in and we'd have a little chat about his career.

"Junior," I would say, "nothing now stands between you and success. Look at Hitler: he got to the top with far less training than you have had."

BOOTON HERNDON

New Orleans, La.

## Spanish Refugees

Sirs:

Thank you for printing those tragic Spanish refugee pictures in your issue of Feb. 20.

As a bitter commentary I would have suggested that you had placed the pictures of the open-air mass and those showing little children who had lost their legs, and the old woman too ill to walk by herself, side by side.

FRANK A. MOUNTFORD

Astoria, N. Y.

Sirs:

A mile high, somewhere over Georgia, winging our way back to New York in what Captain Dick Merrill promises to be a 6 hr., 10 min. trip from Miami, I turn to your story of Spanish Loyalist refugees. I discover a golfer's exaggeration in your statement that the flight of 300,000 Spaniards "dwarfed the exodus of the Jews from Egypt."

Now that hotels fly, Gideon doesn't live here any more. But if memory and several sound Sunday School lessons serve me right, the ancient Hebrews numbered 630,000 on their Mosiac meander through the Philistine woods.

ARNOLD NEUSTADTER

New York, N. Y.

●Reader Neustadter's Sunday School lessons serve him well. Exodus says (12: 37): "And the children of Israel journeyed from Rameses [Egypt] to Succoth, about six hundred thousand on foot that were men, beside children."—ED.

## Beautiful Bingo

Sirs:

In your story about the Bronx theater stunt entitled "Indignities for Cash"

(LIFE, Feb. 20), you state that "the essence" of this act "threatens to spread at a deplorable rate" and "may yet become as much of a nuisance to intelligent movie-goers as Screeno and Bingo." I think you show an utter disregard for decent showmen and for the large majority of intelligent people who enjoy Screeno and Bingo for its entertainment value, not to mention those poor unfortunates who patronize houses charging lesser admission prices to whom Screeno and Bingo money has proven a godsend.

Theaters have remained open, jobs saved, minds eased, bodies clothed, the hungry fed, doctors paid, many a life, perhaps many a soul saved through Screeno and Bingo money. Do the Editors of LIFE wish to destroy . . . Screeno and Bingo?

A. E. SHANLEY

New York, N. Y.

## Lemons and Skunk Cabbage

Sirs:

Skunk cabbage to LIFE's art editor, whose pure-mindedness placed the male spectator's head so that we couldn't see why a purity leaguer called Benton's Suzanne the nakedest nude (LIFE, Feb. 20).

EDGAR F. GOAD

Albuquerque, N. M.

Sirs:

Lemons to LIFE. Re LIFE's party in the Feb. 20 issue, you say: "Demure



SHIRLEY ROSS'S DRESS

from the front. Miss Ross's dress was shockingly scanty in the rear."

If Miss Ross's attire rated such a pointed remark, it rated a photo.

THOMAS W. FARNSWORTH JR.

New Bedford, Mass.

● The photo appears above.—ED.

## Big Al Says

Sirs:

I have read your Gambling Exposé in LIFE, Feb. 6. Having been a gambler all my life, I want to state this:

That in all my travels from Maine to the Sun Kissed shores of Orange, Calif., I have never seen a crooked deck of cards or phony dice in a gambling house. The boys that ride trains some times carry a pack of strippers, but that is merely for the sucker in case he tries to cheat, then they turn the heat on him, he asked for it and got it. Why should you wise up the Sucker as you call him, he likes to gamble and he knows all about the pitfalls and traps, in fact he has been studying a long time to set some himself for the house.

I saw a sucker in Mexico playing Stud, and when the Game Keeper turned his head to answer a call why Mr. Sucker reached out and stole a handful of bills from the table. Those Suckers will take care of themselves so don't you worry a bit they're doing all right by little Nell.

I have to my credit over a hundred

(continued on p. 4)



# GO FOR A RIDE - AND YOU'LL GO FOR AN OLDS!



**G**ET to know the new Olds Sixty—out on the open road! You'll find at your command power, pep and pace that double the fun of driving—power developed by a 90 H. P. Econo-Master Engine that saves you money every mile. You'll thrill to a kind of handling ease you've never known before—the result of Dual Center-Control Steering, Handi-Shift Gear Control and Self-Energizing Hydraulic Brakes. You'll relax in the

luxury of a big, roomy Body by Fisher that gives you *extra vision for extra safety*. You'll marvel at the smoothness, the gentleness, the steadiness of Oldsmobile's revolutionary new Rhythmic Ride—the same ride you get in the Olds Seventy and Eighty for 1939. So, take a trial drive today. Get acquainted with the low-priced Olds Sixty—and you'll get a story of motor car value no other low-priced car can tell!

## ONLY LOW-PRICED CAR WITH ALL THESE FEATURES

Rhythmic Ride based on Quadri-Coil Springing, 4-Way Stabilization and Knee-Action Wheels • Dual Center-Control Steering • Handi-Shift Gear Control • Self-Energizing Hydraulic Brakes • Massive I-Beam, X-Member Frame • 90 H.P. Econo-Master Engine 100 Per Cent Full-Pressure Lubrication with Rifle-Drilled Connecting Rods • Wide-Vision Body by Fisher • Die-Cast Radiator Grille • Big Streamlined Trunks on all Sedan Models.

**"YOU OUGHT TO  
OWN AN OLDS"**  
THE CAR THAT HAS EVERYTHING

## FREE! 31 NEW OLDSMOBILES

AN OLDS A DAY GIVEN  
AWAY EVERY DAY IN  
MARCH!

Still time to enter Oldsmobile's great Nationwide Prize Contest! Still time to win a new 1939 Olds Sixty Two-Door Sedan absolutely free! Here's what you do: Visit your Oldsmobile dealer and take a trial drive. Get an Official Entry Blank, like that shown below and fill in spaces, telling in your own way the things that impressed you most when you drove the car. (Entries on Official Entry Blanks only are eligible.) Mail your entry to Oldsmobile, Lansing, Michigan, and it will then be considered for the day's prize corresponding to the date of its postmark. The contest continues, remember, to and including March 31, 1939—so there's still plenty of time to win. Why not see your nearest Oldsmobile dealer today for Official Rules, Entry Blank and demonstration drive—all without obligation to you!

### WHY I THINK THE NEW OLDS "SIXTY" IS THE BEST BUY IN THE LOW-PRICE FIELD!

1. I LIKE THE WAY AN OLDSMOBILE HANDLES.	2. I LIKE THE PERFORMANCE OF MY OLDSMOBILE ENGINE.	3. I LIKE THE EXCLUSIVE NEW OLDSMOBILE OVER ENGINE.
4. I LIKE MY OLDSMOBILE BODY BY FISHER.	5. I LIKE THE QUALITY FINISH.	6. I LIKE THE PRICE.



# NOT ONE CASE OF EXCESSIVE SHEDDING IN 4 generations!



Great-grandmother Cocker Spaniel in Pard Feeding Test in the Swift Research Kennels.

Test with 230 dogs in Swift's Research Kennels proves exclusive Pard-and-water feeding prevents many common ills!

● Suppose you started today to feed your dog exclusively on Pard and water. Then in turn you fed his descendants in just the same way from weaning time on. And kept it up for 4 generations. You'd know a lot about Pard and its ability to maintain health, wouldn't you?

That's what has taken place in the Swift Research Kennels. 230 dogs, representing 4 consecutive generations, have been fed on Pard and water exclusively. And here are the results...

Not one of the dogs in this study



Chemical and biological analyses assure uniform balance in Pard. Weight, appetite, and growth of Pard-fed dogs in Swift's Research Kennels are charted regularly by Swift Scientists.

has shown any listlessness, nervousness, excessive shedding, or dietary skin irritation. Not one has had a sick day due to digestive disturbances. Every dog has had above-normal growth and development!

Pard has proved itself to be scientifically balanced—a full diet for every breed. That's why careful dog owners and veterinarians in growing numbers are switching to Pard.

For vigorous health and growth, feed your dog Pard exclusively!

PARD RECOMMENDED BY MANY LEADING VETERINARIANS CRUSADING AGAINST HIT-OR-MISS FEEDING! Dr. J. R. S., of Illinois, says: "Hit-or-miss feeding is the real basic trouble in 9 out of 10 of the malnutrition cases brought to my attention." In such cases, Dr. S. recommends an exclusive diet of Pard.

A SWIFT  
& COMPANY  
PRODUCT



# PARD

... SWIFT'S  
SCIENTIFICALLY  
BALANCED  
DOG FOOD

## LETTERS TO THE EDITORS (continued)

crooked tricks but the only time I ever used them, was when your sucker changed decks on me while I was in the toilet. Oh are they smart.

I saw a customer come into a club in St. Louis and he was literally covered with crooked dice and marked cards. Why he no more got his trick dice on the table than he was draped on a Garbage Can out in the alley. You still insist on protecting the Sucker player, well just let him take care of himself he is doing fine thanks. He has more larceny in him than a water melon has seeds.

I myself have the only complete double shift, from top to bottom and can work it on any gambler in the country, but it will take twenty years for you to do it.

BIG AL ROSS

Cleveland, Ohio

### Presidents' Birthplaces

Sirs:

Your pictures of the birthplaces of American presidents, shown in your issue of Feb. 20, are interesting and stimulating. They bear sustaining evidence to the theory that any newborn American baby has a chance at being his country's president.

Your location of Andrew Jackson's birthplace in South Carolina, however, raises an old question.

Andrew Jackson himself said he was born in South Carolina. Most competent historians, however, are agreed that in this Jackson was mistaken by a few hundred yards, and that in reality he was born in North Carolina. This difference has brought Jackson the distinction of being the only president with two States claiming his birthplace and with markers set up at two places.

JASPER C. HUTTO

Lumberton, N. C.

● Jackson's biographer, Marquis James, says: "Andrew Jackson has been accredited with eight birthplaces, or one more than Homer. . . . Claims [have been] advanced in favor of Ireland, England, the high seas; York County, Pa.; Augusta County, Va.; Berkeley County, Va. (now West Va.) . . . and North Carolina and South Carolina." Mr. James believes it was South Carolina.—ED.

Sirs:

I was surprised to find under Lincoln's birthplace cabin the word "replica." The log cabin at Hodgenville, Ky. is not a replica but the original cabin in which Abraham Lincoln was born.

R. GERALD McMURTRY

Lincoln Memorial University  
Harrogate, Tenn.

● LIFE erred in calling the Lincoln birthplace a replica. It is believed to be the original.—ED.

Sirs:

President Andrew Johnson's birthplace presents a case of restless history. It was moved from down-town Raleigh, N. C., to a section known as Pullen Park. In that location it was in danger of being set afire from railroad sparks and hobos were using it as sleeping quarters. The WPA "took it for a ride" from that spot. The accompanying picture (see cut), taken by me, shows President Johnson's home arriving

at the accessible, safe, beautiful location where it has been entirely reconditioned, the plot landscaped.

FRED J. COHN

Raleigh, N.C.

Sirs:

Your picture of President Hoover's birthplace is greatly misleading.

Hoover was not born in the two-story house which you pictured, but in the little cottage at the rear. After the Hoovers left West Branch, the cottage was turned around and used as a watershed for the



HOOVER'S BIRTHPLACE

house which was constructed in front of it.

Last spring, under the direction of Mrs. Hoover, the old homestead was re-modeled to appear as it did when Hoover was born there (see cut).

G. K. HODENFIELD

Iowa City, Ia.

Sirs:

Sorry, but in your pictures of the birthplaces of our Presidents, you made an error as regards Benjamin Harrison.

The house in your picture is indeed the house of his father, John Scott Harrison. It still stands and it was in it and the farm about it young Benjamin passed his boyhood—but he was not born there. He was born in the celebrated log-cabin residence of his grandfather, General William Henry Harrison.

General Harrison's house was not in reality a log cabin. It was a spacious country residence of 16 rooms, but one of the rooms was the original log cabin to which the rest of the structure was added.

JAMES A. GREEN

Public Library of Cincinnati  
Cincinnati, Ohio

● Reader Green is right. Actually neither of the Harrisons was born in a log cabin, but William Henry Harrison used one as a campaign symbol.—ED.

Sirs:

The residents of Hillsboro, N. H., will take exception to the caption under the picture of the birthplace of Franklin Pierce, as being located at Concord. The house in which Franklin Pierce was born is the pride and joy of Hillsboro.

JOHN H. SCHMUCK

Naugatuck, Conn.

● Reader Schmuck is right. In preparing its story on the President's birthplaces, LIFE sifted out surprising quantities of misinformation but apparently not all of it. LIFE is glad to make the corrections, recommends that standard reference works and historical societies do likewise.—ED.



ANDREW JOHNSON'S BIRTHPLACE ON WAY TO NEW SITE





## Attractive—vital thanks to "HORLICK'S"

How often a few pounds of weight add sparkle and allure. Your figure and your charm may benefit from a regular routine of drinking refreshing, delicious Horlick's Malted Milk several times a day—with your meals as well as in between—plain or chocolate flavored.

### Handy Candy Tablets, Too

For food energy, extra pep and brightness try Horlick's Malted Milk either as a drink or in tempting Tablets to be eaten freely between meals. You'll find either a great pick-up!

Every drop of a glass of Horlick's, every bit of every tablet gives you nourishment from the full-cream milk, malt sugars, proteins, and benefits of the minerals and natural vitamins.

There's only one Horlick's, partially predigested by cooking in vacuum, made to strict laboratory standards of purity.

# HORLICK'S

*the Original Malted Milk*



## A LAW

There ought to be a law against people who cough in public. Don't do it. Carry Smith Brothers Cough Drops with you. Just 5¢ a box.

**Smith Bros. Cough Drops are  
the only drops containing  
VITAMIN A**

This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold infections.

## Auto-Glide

Just think! 125 mi. per gallon! Up to 25 mi. per hour! Husky 1½ or 3 H.P. engine has fast get-away, slips up hills. Hand throttle. Powerful brakes. Easy to park. Extra rugged. 5 new models, 2 or 3 wheel, for work, school, deliveries. See your dealer or send for free book. THE CUSHMAN MOTORWORKS, Dept. A-3, Lincoln, Neb.



## LIFE'S PICTURES



Werner Wolff, who photographed Mrs. Roosevelt taking a voice lesson (pp. 6-8), is a 27-year-old member of Camera Features, a New York agency. Born in Germany, where he studied photography, he has been in the U. S. three years. His first job was crating art-ware as a shipping clerk. He was full of admiration for Mrs. Roosevelt after he had photographed her. "Mrs. Roosevelt is great," he said. "After all, it's no joke having flashes going off in your face faster than one a minute. But she took it all with a smile. She was natural—and I think she is grand."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—EISENSTADT-PIX  
2—PETER STACKPOLE  
5—OTTO P. HESS  
6, 7, 8—WERNER WOLFF of CAMERA FEATURES  
12—MARGARET BOURKE-WHITE, FERDINAND VOGEL  
14, 15—GRAY O'NEILLY  
16, 17—INT., A. P., COBURN—CARL M. MYDANS, DAVID LOW (2) EVENING STANDARD, LONDON, EISENSTADT-PIX, OTTO HAGEM  
18—W. W.—W. W.—W. W., LEDGER PHOTO SERVICE—A. P., W. W.  
19—OTTO HAGEM  
20—ACME, PAN PACIFIC PRESS PHOTO—INT., PAN PACIFIC PRESS PHOTO  
21—SOL STUDNA, THOS. D. MCAVOY—K. C. STAR photograph by WILLIAM FLAHERTY, O. B. THOMP  
22—E. MILLER of STRAITS TIMES—ACME, A. B. TEXT & BILDER (2)  
23—E. MILLER of STRAITS TIMES—A. B. TEXT & BILDER  
24—A. P., CARL M. MYDANS—drawing by T. KAUTEKY  
27, 28, 30—HANSEL MIETH  
33—FAIRCHILD AERIAL SURVEYS, INC.—ACME  
34, 35—EISENSTADT-PIX etc. bot. CULVER, KEY, W. W.  
36, 37—HANSEL MIETH, MARGARET BOURKE-WHITE, HANSEL MIETH—HENLE from U. S.  
38—WALTER SANDERS from B. S.  
39—DMITRI KESSEL  
40, 41—DMITRI KESSEL etc. bot. courtesy NEW YORK WORLD'S FAIR and U. S. DOROTHY B. RICHARDS from EUR.  
42—FERNAND BOURDES  
43—HANSEL MIETH etc. I. HERBERT GIER from B. S.  
44—WALTER SANDERS from B. S.—MARGARET BOURKE-WHITE  
45—HANSEL MIETH—MARGARET BOURKE-WHITE—MARGARET BOURKE-WHITE, WALTER SANDERS from B. S.  
46—COMMO-SILEO—MIAMI BEACH NEWS SERVICE, TORRELL KORLING  
47—HERBERT GIER from B. S. etc. I. CULVER; cen. I. H. BROWN BROS.; and bot. I. INT.  
48, 49—FAIRCHILD AERIAL SURVEYS, INC.  
51, 53—BERNARD HOFFMAN  
54—INT.—ACME  
57, 58, 59—LONDON FILM PRODUCTIONS  
60, 61—G. SRI from "KOELNISCHE ILLUSTRIERTE"  
62, 63—HERBERT GIER from B. S. etc. for I.  
64—ACME—EISENSTADT-PIX—W. W.—WM. VAN-DIVERT—THOS. D. MCAVOY—JOHNNY JONES—SUN-TELEGRAPH—ARAI-PIX  
66—THOS. D. MCAVOY—MARGARET BOURKE-WHITE—THOS. D. MCAVOY—MARGARET BOURKE-WHITE—CARL M. MYDANS—HOWARD BRISTOL—HAROLD RHODENBACH  
68—VICTOR DE PALMA from B. S.—INT.—ACME  
69—VICTOR DE PALMA from B. S.  
72, 73, 74, 76—JOHN PHILLIPS  
78—Bot. B. S.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; KEY., KEYSTONE; W. W., WIDE WORLD



Join Easter's parade, of suits  
Watch "Spotlight" gloves take salutes.  
Contrasting or matching.  
They're very beau-catching.  
"Three Cheers," say Kayser recruits.

Shakes hands with the smartest gloves in town—Kayser's Spotlights\*. Suave new slip-ons that make you feel poised to the fingertip—add grand fillip to any costume. Note couturiere stitching—two long rows—that make hands look slender. Spotlights are made of rich, washable rayon Kay-Spun\*. Many new shades! So you'll want many new pairs—at only \$1.00.

\*TRADE MARK

BE WISER...BUY  
**KAYSER**

AMERICAN MADE AND SOLD THE WORLD OVER



# SPEAKING OF PICTURES



Hands on floating ribs, Mrs. Roosevelt inhales, holds breath, exhales in wide-breathing exercise to develop breath control.



Abdominal muscles are developed for full tones. Below, Mrs. Roosevelt "packs her tone behind her belt" to speak firmly.



The humming exercises: Mrs. Roosevelt hums as Mrs. von Hesse feels the vibrations in the resonance chambers of her head. The singing sounds *m*, *n* and *ng* give the voice resonance.



The smothered-yawn exercise develops the habit of speaking with an open throat which helps to give the voice a flowing tone. Another exercise is to drink an imaginary glass of water. This also opens the throat. If the throat is not sufficiently open in speaking, the vowels lose purity.



Mrs. Roosevelt practices speaking by holding her hand in front of her face. Focus of most voices, male and female,

should be 3 ft. away. Mrs. von Hesse spent two years in research to discover where the voice should be focused.



## ... THE FIRST LADY TAKES LESSONS TO TRAIN HER SPEAKING VOICE

**M**rs. Roosevelt makes more speeches today than any other leading American woman. Since 1921, when she made her first speech at a political luncheon, she has made well over 2,000 speeches. As the President's wife, she averages 90 talks a year.

Not content to rest on past oratorical laurels, Mrs. Roosevelt has been improving her voice with lessons from Mrs. Elisabeth von Hesse (right). One week annually and in spare hours when possible, the First Lady goes to her teacher's New York studio, and there, in a quiet, subdued atmosphere, far from the carshot of eager audiences and gushy toastmasters, spends an hour or two training her voice.

Her lessons are founded on tone technique. First she exercises the breathing muscles of diaphragm, waist and abdomen (opposite page, far column) to

develop voice control. Next she hums or repeats singing sounds like "some green beans for dinner" or "seven times one are seven" to give her tone placement. Then she is taught purity of vowel sounds by speaking with an open throat (left). After the exercises, she practices speaking or reading. Mrs. von Hesse watches her diction, pronunciation and gestures carefully (below). "Give the *t* its just due, Lady Eleanor," her teacher says, if she throttles *t*'s.

Fortnight ago Mrs. Roosevelt, throttling no *t*'s and talking with what Heywood Brown called "superb dignity and eloquence," gave a speech at a Youth Congress dinner that several listeners thought was one of the finest speeches of modern times. "Her talk," remarked an old-time reporter, "went at least part way on the road to the Gettysburg Address."



MRS. ELISABETH VON HESSE TEACHES MRS. ROOSEVELT



"Throw your voice out," says Mrs. von Hesse indicating the spot where Mrs. Roosevelt is trying to focus her voice.



"Now over and across," says her teacher as she trains Mrs. Roosevelt to speak out, over and across to audiences.



More enthusiasm is suggested and so the First Lady smiles and clasps her hands in her most characteristic gesture.



"O columbine!" reads Mrs. Roosevelt, "open your folded wrapper, where two twin turtle-doves dwell." "How about those 'tossing t's,' Lady Eleanor?" responds Mrs. von Hesse



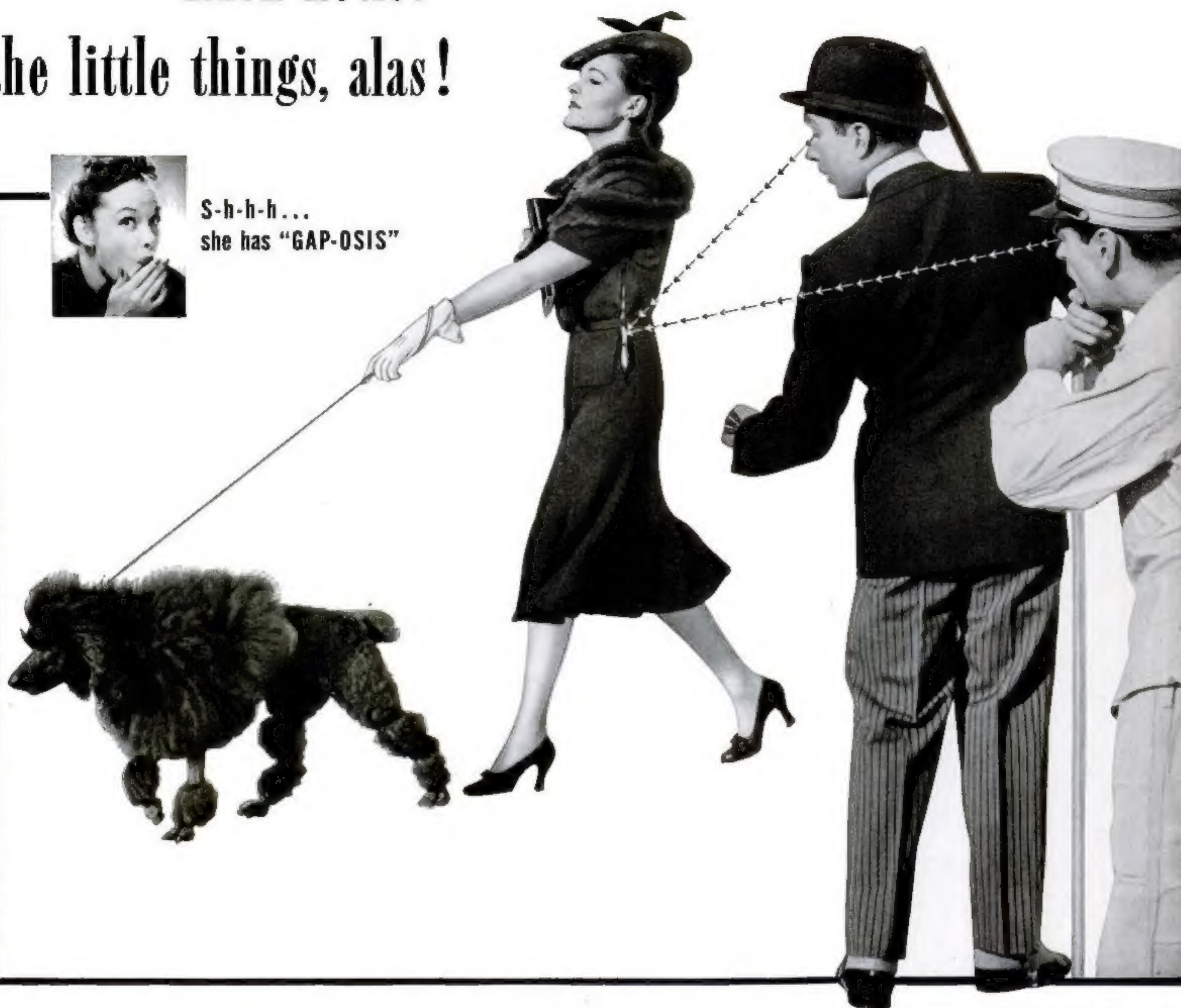
"I didn't know you were English," says Mrs. von Hesse good-naturedly to her pupil. "Where are those nice round o's that you had yesterday? Lips should be trumpet-shaped for o."



# Men notice the little things, alas!



S-h-h-h...  
she has "GAP-OSIS"



THE dab of lipstick on the snowy glove... the heel that's scuffed... the placket that pops! These are the things that men particularly dislike in the women they particularly like.

Women themselves are often blind to "gap-osis," a popping, untidy placket. Yet it's such an easy thing to right. Simply insist on TALON slide fasteners in every new dress you buy.

TALON slide fasteners are beautifully unobtrusive. They lie flat... close and

open easily... come through cleaning, laundering and pressing unscathed. And, of course, they end all your placket repair problems.

#### End "Gap-osis" in Made-Overs, too

You wouldn't want a new dress without a TALON placket fastener. Why not enjoy the same neatness and convenience in your "made-overs"? TALON slide fasteners are easy to sew in. And they are easy to find at the better notion counters.

TALON, INC., MEADVILLE, PA.

## TALON PLACKET FASTENER

REG. U.S. PAT. OFF.

MADE BY TALON, Inc.



#### "TAKE A SECOND LOOK" WHEN YOU BUY A DRESS OR SKIRT

A dress requires one kind of slide fastener—a corset another—a hand-bag still another. In fact, every different wearing problem calls for a different kind of slide fastener. Protect yourself from inefficient slide fasteners—always "take a second look" for the name "TALON." For only TALON, Inc., has perfected a different slide fastener for every different type of wear.

BE SURE THE NAME "TALON"  
IS ON THE SLIDE FASTENER!



# SPEAKING OF PICTURES

(continued)



"Your smile is your self-starter," Mrs. von Hesse teaches her class at Pratt Institute in Brooklyn how to exercise the mouth muscles to develop pleasing smiles.



"Tongue straight out—point it—stretch it, without touching lips," says Mrs. von Hesse in speech course given Kresge Department Store telephone girls in Newark.



Divisional superintendents at Kresge's push their chests out with their shoulder blades to free the voice for speech performance. They take a ten-week course.

## Fight a COLD two ways with Sal Hepatica



MRS.: So I'm too dumb to learn the steps for the Charity Ballet, am I? What can you expect when I'm coming down with a cold?

MR.: Well, why don't you do something about it? You need a very special laxative, my good woman—Sal Hepatica.



MRS.: You mean—Sal Hepatica's specially good for a cold?

MR.: Yes, Sal Hepatica aids your body in fighting a cold—two ways. First, it's a gentle yet speedy laxative—and speed is important in fighting a cold. Second, it helps Nature counteract the acidity that so often accompanies a cold.



MR.: Honey, you certainly learned this ballet stuff like nobody's business. You're a marvel at it!

MRS.: You're the marvel! You know about Sal Hepatica—and it certainly helped keep that cold from taking hold. From now on, Sal Hepatica's going to be my first thought when I feel a cold coming.



TUNE IN! Fred Allen in "TOWN HALL TONIGHT"—Wednesday, 9 P. M., E. S. T.



# ALL ABOARD!

## *Get Your Vacation Free!*

to New York  
or San Francisco...  
visit either Fair

*All aboard! Here's a contest  
With plenty of kick,  
A free trip to the Fair  
East or West—have your pick.*

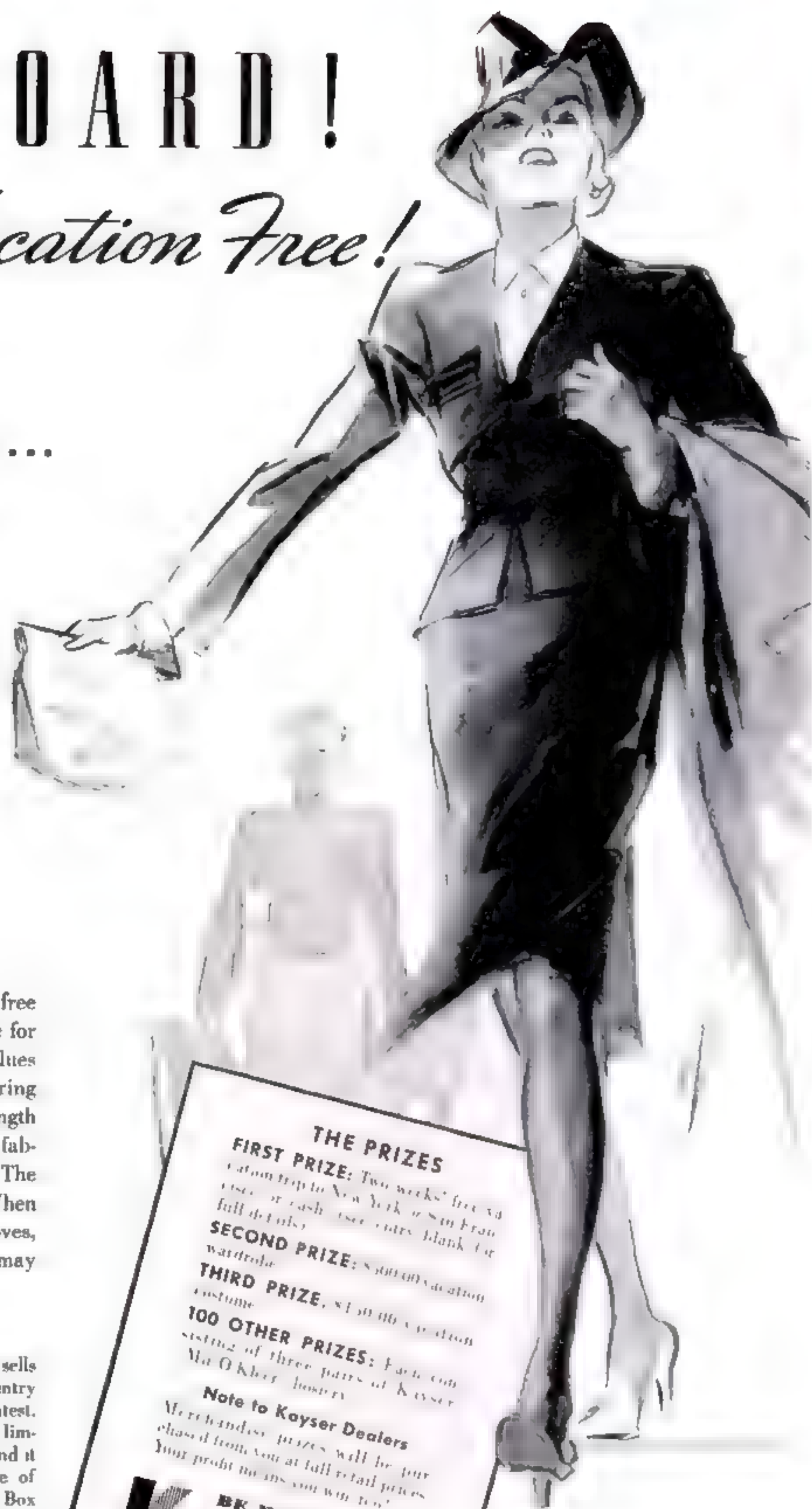
*It's simple to get there  
Not much of a trick—  
Just write us a letter  
With a thought that will click!*

**JUST** imagine! A two-week vacation trip free (and 102 other prizes). It's a grand chance for you to get acquainted with the marvelous values in American-made fashions by Kayser this spring for \$1.00... exciting new shades in 3-length Mr-O-Kleers\*... undies of refreshing new fabrics and chic gloves for spring and summer! The big plus in Kayser's spring values is this: When you make a dollar purchase of hosiery, gloves, or underwear in your favorite store, you may enter this "Vacation Free" Contest.

### 103 Chances to Win!

**Here's what you do:** Go to your local store that sells Kayser hosiery, gloves, or underwear and get an entry blank which contains complete details of the contest. Simply write 50 words or less, in letter, jingle, or limerick form, entitled, "I Prefer Kayser Because." Send it in with sales slip of a \$1.00 purchase or more of Kayser merchandise, to Julius Kayser & Co., P. O. Box 440, Grand Central Annex, New York, N. Y. Notify us at once if your store doesn't carry Kayser. Contest ends midnight, April 15th, 1939—winners will be notified on or about May 15th, 1939.

\*Trade Mark Reg. U. S. Pat. No. 1,709,307



### THE PRIZES

**FIRST PRIZE:** Two weeks' free vacation trip to New York or San Francisco or cash—your choice (blank for full details)

**SECOND PRIZE:** \$100.00 vacation wardrobe

**THIRD PRIZE:** \$150.00 vacation costume

**100 OTHER PRIZES:** Each consisting of three pairs of Kayser Mr-O-Kleer hosiery

### Note to Kayser Dealers

Merchandise prizes will be purchased from you at full retail prices. Your profit means you win too!

**BE WISER...BUY**  
**KAYSER**  
AMERICAN MADE AND SOLD THE WORLD OVER



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**LIFE'S COVER** The girls in the sculpture on the front cover are described by the artist, Leo Lentelli, as "American beauties," the type which develops from clean living and healthful sports. Done in plaster and partially gilded with gold leaf, the statues will stand 11 ft. high in the Court of Sports at the New York World's Fair (see pp. 33-49). The theme of the Fair is "The World of Tomorrow." These beauties presumably represent the girls of tomorrow. There will be 39 sculpture groups at the Fair, including work by Carl Milles, Paul Manship.

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# He Won the Case

## HIS WHOLE CAREER DEPENDED ON

# The Night Before

# He Tried it!



*His Sound Sleep Secret made him Keen and Confident...Gave him the "Fight" he Needed...*

OF all the things that affect our lives, nothing is more vital than the kind of sleep we get at night! Lack of restful sleep can "deadend" the most brilliant faculties—can blight the most promising of careers.

On the other hand, many of life's most crucial tests are actually met *the night before*, through sleep that really refreshes! That's why so many people nowadays make a regular practice of taking a "nightcap" of delicious Ovaltine every night—as a sort of "sleep insurance."

Ovaltine is a *protecting* pure food-drink. It contains no sleep drugs of any kind whatsoever. Thousands say it helps them escape countless hours of "bed-tossing"

—fosters clear-eyed morning freshness.

### How Ovaltine Acts

(1) Ovaltine is not a medicine. Helps the body relax normally. Relieves that feeling of "inner tension."

(2) It provides certain food elements needed to prevent muscular and nervous irritability that, according to some authorities, may cause night-time tossing.

Also important . . . Ovaltine is a *protecting* food with special elements to help build up vitality while you sleep. It helps replenish worn-out muscle, nerve and body cells to meet tomorrow's needs. And furnishes valuable minerals, proteins and Vitamins A, B, D, and G.

Thus thousands now awaken every morning more completely refreshed after a night of "Ovaltine sleep." Not dull and "dopey" as after taking sleep drugs, but vital and energetic.

### See for Yourself

So for sleep that really rests you—start taking Ovaltine every night. See if you don't feel far fresher mornings—possess more energy and "drive."

For sale everywhere. Get a can today.

**41% OF PEOPLE UNREFRESHED ON AWAKENING!**

...In Special Investigation Reported by Medical Magazines



During sleep, tissues are rebuilt—minds are refreshed and energized. But the sleep you get *must* be sound to bring maximum benefits the following day.

In another series of scientific sleep experiments (covering 3 years), it was found that taking Ovaltine regularly at bedtime tended to cut down tossing and give a feeling of being better rested in the morning.

### 2-Nights' Trial Can

OVALTINE, Dept. S9-LM-3  
 360 N. Michigan Ave., Chicago, Illinois  
 Send me your trial size can of Ovaltine—enough for a 2-nights' test. I enclose 10¢ to cover cost of handling and mailing. (1 to a person.)

Name . . .

Address . . .

City . . .

State . . .

**OVALTINE** PROMOTES SOUND, NATURAL SLEEP



# IT'S A LANDSLIDE

## 8 Out of 10 Women Choose Heinz Chicken Noodle Soup in Sensational Taste Tests!

JUDGING leading brands of chicken noodle soup by "blind" test, hundreds of typical American women in different parts of the nation give Heinz an overwhelming 4 to 1 verdict in the most decisive taste tests ever conducted!

### Clean Sweep for Heinz

In city after city—church, school, patriotic and civic groups participate in this investigation—impartially testing two soups at a time. And, with astounding regularity "Soup A" (delectable Heinz Chicken Noodle) wins hands down with eight out of every ten women.

Responsible for this sweeping preference is the Heinz method of cook-

ing soup in small batches, which gives old-fashioned flavor, possible in no other way. And Heinz chefs, using the world's choicest products, brew in the savor with typical Heinz attention to homey details. Heinz Chicken Noodle, Corn Chowder, Cream of Tomato and all the rest of Heinz 23 delicious Home-style Soups have a distinctive old-time flavor you'll really enjoy!

### Conduct Your Own Soup Test

Read below the enthusiastic statements made by women who participated in the tests. Then conduct a home "soup test" yourself. See if Heinz Home-style Soup doesn't get the verdict at your table the same convincing way it has in different sections of the country.

### IN THEIR OWN WORDS WOMEN TELL WHY HEINZ WON!

Actual statements taken  
from questionnaires

"Rich in chicken stock and  
perfectly seasoned."  
Alice H. Davidson  
4114 Crescent St., Grand Rapids,  
Michigan

"Brand A (Heinz Chicken  
Noodle) is fuller flavored—  
really the genuine taste of  
chicken, and lots of it."  
Mrs. James I. Evans  
6112 Waukegan Ave., Chicago, Ill.

"Has delicate, subtle chicken  
flavor."  
Mrs. M. Anderson  
11204 Waukegan Rd., Cleveland, O.

"Rich, fine flavor. Tender  
noodles."  
Mrs. H. I. Brooks  
2406 Waukegan Ave., Detroit,  
Michigan

"Brand A (Heinz Chicken  
Noodle) far superior in flavor."  
Mrs. R. Dorlap  
407 Park Ave., East Orange, N. J.

Flavor Lure. With  
these Ohio women,  
too, flavor won a 4  
to 1 landslide for  
"Soup A" (Heinz  
Chicken Noodle  
Soup). "It was much  
faster and had real  
chicken flavor," was  
the consensus of  
feminine opinion."



Watch your family cast their votes for Heinz

Chicken Noodle Soup! Order a few tins.

You'll see why this soup is a 4 to 1 favorite.

**Soup's on—and Heinz Wins!** These prominent women of Cleveland, Ohio, balloted 4 to 1 for Heinz Chicken Noodle Soup. Honest-to-goodness chicken flavor was the big vote-getter. But many women were just as enthusiastic about the egg noodles (made by Heinz), and the generous pieces of chicken. Housewives who pride themselves on their cooking are delighted with Heinz Home-style Soups. Most women today realize that Heinz pace-making quality leadership has improved the standards of the entire soup industry.

**Economy Winner, Too!** Mrs. O. H. Pharis of the Detroit Shrine No. 20, which voted overwhelmingly for Heinz Chicken Noodle Soup, said: "I cely anyone to tell the difference between this savory 'Soup A' (Heinz) and the kind housewives take hours to make

**On the Heinz Bandwagon!** Charming Mrs. James M. Massie, 1622 Wallen Ave., Chicago, is president of the Rogers Park Woman's Club which voted 285 to 23 for "Soup A" (Heinz Chicken Noodle Soup). And no wonder! Heinz doesn't spare the chicken or hurry the cooking. Moreover, it's priced as modestly as other Heinz Soups.





BENEATH PAPAL TIARA CARDINAL PACELLI PRESIDED AT BUDAPEST EUCHARISTIC CONGRESS IN 1938

## Pope Pius XII

### ROMAN CHURCH CHOOSES STATESMAN AS PONTIFF

**O**n March 2 the College of Cardinals of the Roman Catholic Church, convened at the Vatican to elect the 262nd Pope, weighed the grave problems that confront their Church. On the third ballot in one of the shortest conclaves in the history of the Church they reached a bold decision by electing Eugenio Cardinal Pacelli, on his 63rd birthday, to be the new Vicar of Christ on Earth. As Pius XII, Eugenio Pacelli is the first Papal Secretary of State ever to reach the highest office. And he is the first Pope in modern times elected primarily for his qualifications as a statesman.

He was chosen to guide his Church into a future darker than ever before. As head of the greatest international organization in the world (330,000,000 communicants), he must cope with the violent forces of totalitarianism. His election was openly opposed by the governments of Fascist Italy and Nazi Germany. As Secretary of State and director of the strong world policies of the late Supreme Pontiff Pius XI, he had faced the dictatorships in an increasingly open conflict. His election, as that conflict now approaches a crisis, constitutes an endorsement of his policies by the representatives of Catholicism. In taking the name of his predecessor, he has indicated his intention to continue those policies.



PIUS XII: SCHOLAR, STATESMAN AND TRAVELER



# Pope Pius XII

HE IS THE FIRST PONTIFF  
TO HAVE VISITED THE U. S.

Pope Pius XII has seen more of the world and its people than any Supreme Pontiff before him. He is known to the faithful in almost every country of Europe. And he is the first Pope ever to have visited the United States. On a month's vacation in 1936 he toured the country from ocean to ocean. At Hyde Park he had a long and friendly interview with President Roosevelt. In the larger U. S. cities he met most of their outstanding Catholic prelates and laymen.

His headquarters in this country were at "Inisfada," the Long Island mansion of the Papal Duchess Genevieve Garvan Brady. There in the drawing room, the picture at right of Cardinal Pacelli and his hostess was taken at Mrs. Brady's request. Not long before her death in 1938, Mrs. Brady gave "Inisfada" to the Jesuit Order. They have converted it into a seminary.

By birth a noble of Acquafendente and Sant' Angelo, the new Pope is a member of the Papal aristocracy. From the della Roveres, Borgheses, Colonnas and other princely families of that aristocracy have come the Church's greatest Popes. In his line, Eugenio Pacelli is the first to wear the tiara, but his family is old in the service of the Vatican. His grandfather, before 1870, was administrator of the Pope's temporal domains. His brother, Francesco, a Vatican lawyer, helped draft the Lateran Treaty. Few of the ancient families survived the disestablishment of Papal temporal power. Among those that did survive, none has contributed so brilliantly to the Vatican service as the Pacelli.

Eugenio Pacelli was recruited, after his ordainment 40 years ago, into the Congregation for Extraordinary Ecclesiastical Affairs, the key department in the Papal Cabinet. There he won the admiration of his chief, Cardinal Gasparri. With him he collaborated on a monumental codification of Vatican law. When Cardinal Gasparri was promoted to Secretary of State, his protégé succeeded him as head of the Congregation. From that post in 1917 Monsignor Pacelli was elevated to an archbishopric and sent on one of the most delicate missions ever undertaken by the Vatican's diplomatic service.

He was dispatched to the German Emperor in his war camp to present the Holy See's plan for peace. It was an heroic effort, despite its failure, and it established the career of Eugenio Pacelli. He remained in Germany as Nuncio. There in the German Revolution of 1918, he faced down an armed mob that invaded his residence. Twelve years later he successfully negotiated the Concordat with the German Republic. In 1929, a poised and seasoned veteran, he was made Cardinal and succeeded his old patron Cardinal Gasparri as Secretary of State.

For the huge responsibilities which he undertook in that office and which he must continue now as Pope, his career has fitted him perfectly. His hard training in the realities of world politics has made him wise and shrewd. His broad contacts with Catholics and non-Catholics alike in his extensive travels have won him a personal prestige and devotion such as few Popes have ever enjoyed at their election. But in the critical years ahead, Pius XII will stand in need of all his gifts and advantages.







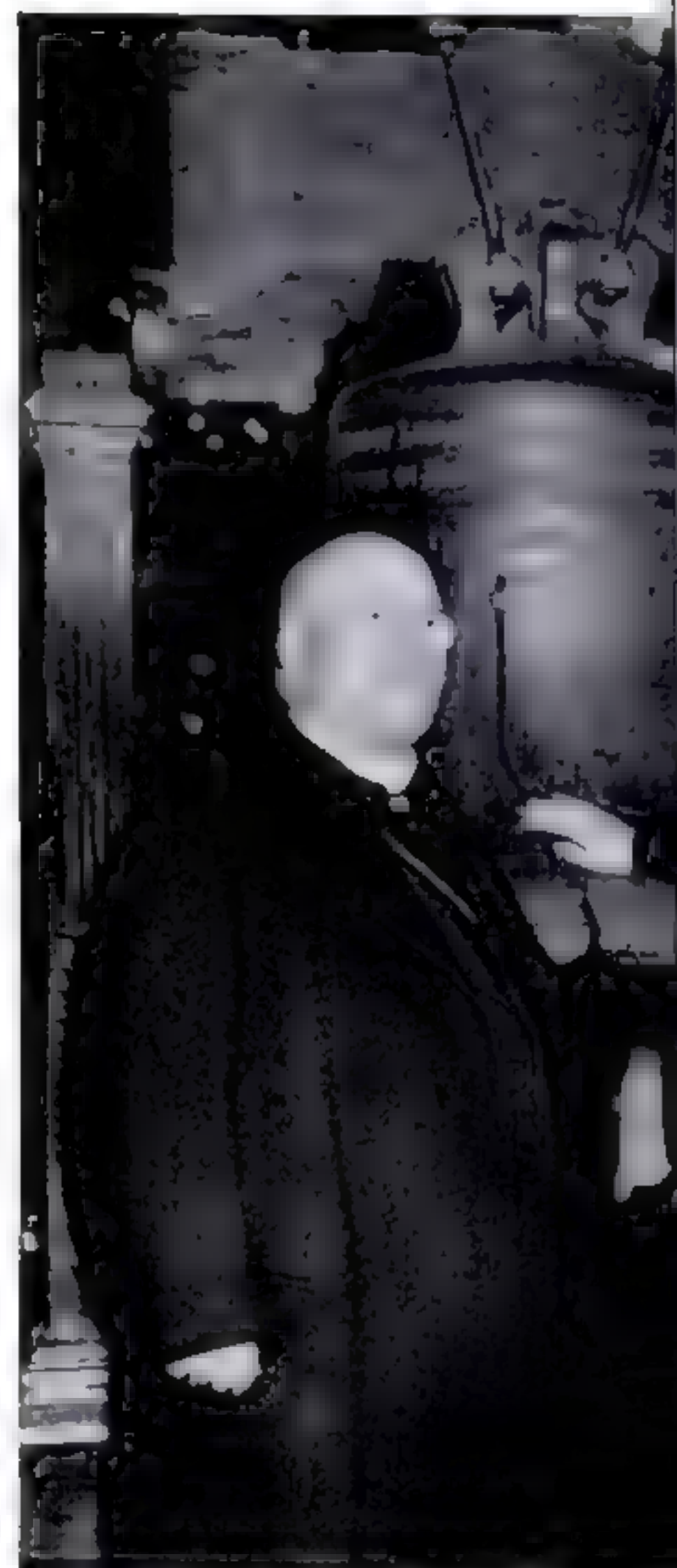


# Pope Pius XII (continued)



U. S. Catholic laymen like Joseph P. Kennedy (glasses) are admired by Pius XII because they helped naturalize their Church

in the U. S. scene. Here Mr. Kennedy greets Cardinal Pacelli in Poughkeepsie on his visit to President Roosevelt at Hyde Park.



The Liberty Bell in Independence Hall is inspected by Cardinal Pacelli, on his tour of Philadelphia with Cardi-

## A TOURING CARDINAL, POPE SAW THE WORLD FIRST HAND

In his long career as diplomat and good-will ambassador for the Vatican, Pius XII acquired an intimate understanding of the relations of his Church with the modern world. His cool patrician assurance in his extensive dealings with the heads of governments has given him a firm grasp of high politics. And among the masses his friendly curiosity gave him deep insight into their needs and troubles. In all countries his contacts were facilitated by his fluent command of seven languages.

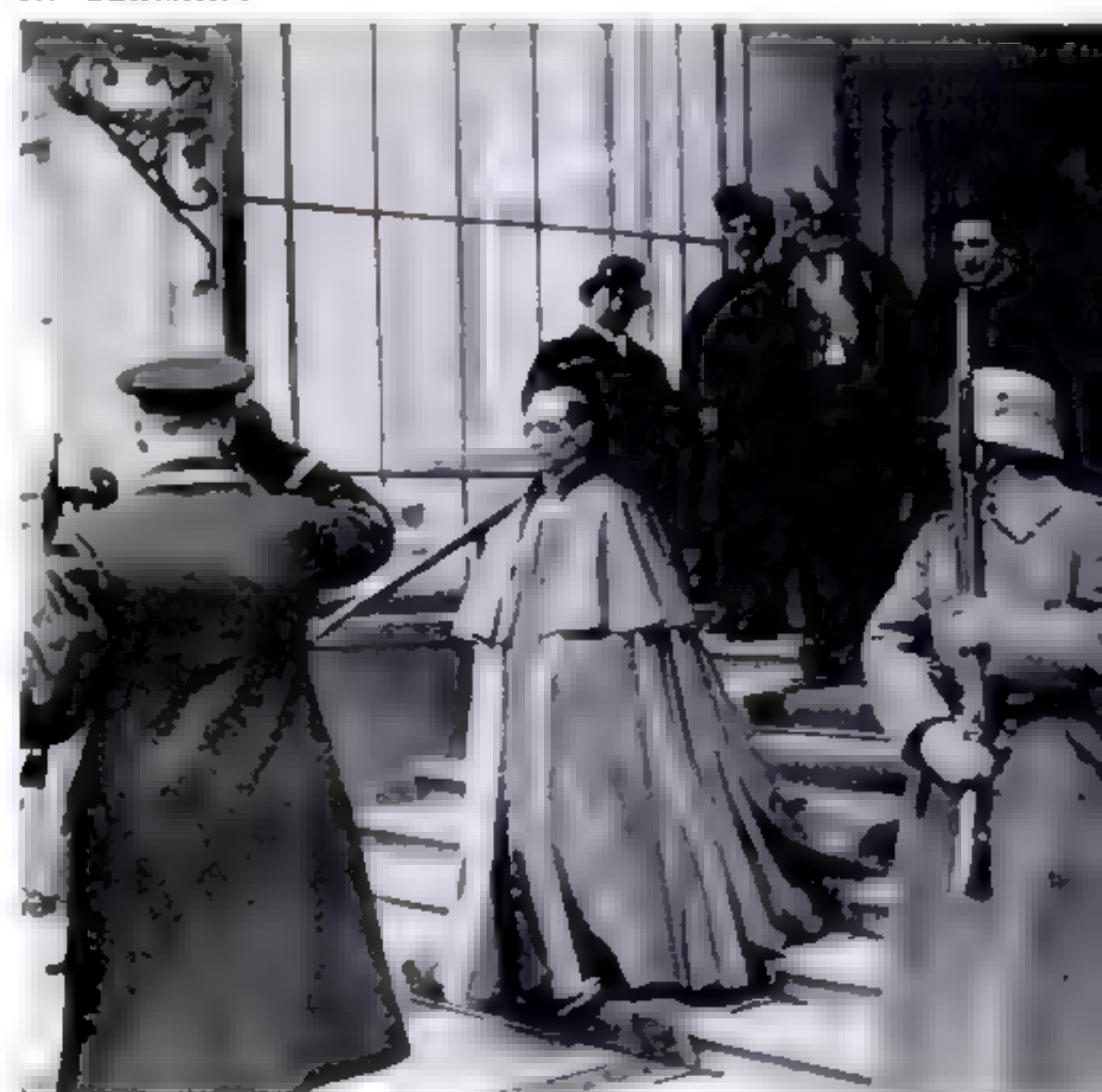
In the U. S., like any tourist, he explored the industrial and scenic wonders of the country. On arrival he told reporters: "I know well that I am expected to make my little contribution to the representatives of the Press as a sort of journalistic tax of entry." With Papal Chamberlain Alfred Emanuel Smith he saw New York City from the top of the Empire State Building. Boulder Dam he found "eloquently indicative of the genius of the American people . . . a great people who know how to unite so beautifully and nobly a sense of discipline with the exercise of a just, legitimate and well-ordered liberty."

### IN THE U. S.



He flew 8,000 miles in seven-day tour of U. S. On occasion he typed speeches aboard plane.

### IN GERMANY



Saluted by guards, he leaves New Year's reception by President von Hindenburg in 1928. Germany, today, is the trouble center for the Roman Catholic Church.





nal Dougherty. The new Pope almost certainly got the votes of all three U. S. Cardinals in the Vatican election.



Mount Vernon was another place of historical interest visited by Cardinal Pacelli on his American tour. To see Niagara Falls



he persuaded his pilot to detour from their regular course. From an airplane he also viewed the Grand Canyon and the Rockies.

## IN FRANCE



Paris crowd surrounds Cardinal Pacelli for his blessing. France, the greatest Catholic democracy, is second only to the United States in importance for the future of the Catholic Church.

## IN ARGENTINA



President Justo of Argentina was host to Cardinal Pacelli in 1934 at Eucharistic Congress. Pius IX, as a young monsignor early in the 19th Century, preceded Pius XII to South America.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## France and Britain recognize Franco's victory; Supreme Court damns sit-downs; Lenin's widow dies

The long-awaited Senate debate on U.S. foreign policy at last got under way last week. Michigan's Vandenberg led off by warning against the "dangerous misconception" that America can stop "short of war" once we begin to "thrust ourselves into foreign quarrels and mold alien destinies." North Dakota's Nye asserted that if war came in Europe it might well be because America had encouraged the Democracies to take a stand. Twelve Senators introduced a bill that would require a popular referendum before America could fight any war except in defense against invasion. But not even when Minnesota's Lundeen attempted to revive last month's fears by declaring



LUNDEEN

that the American people would be "shocked and stunned" if they knew what had really been said in President Roosevelt's famous secret conference with the Senate Military Affairs Committee, did the country respond with enthusiasm to Senate alarms. By the time California's old isolationist warhorse, Hiram Johnson, got up to speak at week's end, the whole debate had trickled off the nation's front pages. Indication was that public opinion has swung behind President Roosevelt, accepting his thesis that America can save its own democracy only by saving democracy for the world.

**Sit-down Outlawed.** "It was a high-handed proceeding without shadow of legal right. To justify such conduct because of the existence of a labor dispute or of an unfair labor practice would be to put a premium on resort to force instead of legal remedies, and to subvert the principles of law and order which lie at the foundations of society."

With these vigorous words, applied to a sit-down strike at Fansteel Metallurgical Corp.'s Chicago plant in 1937, Chief Justice Hughes, speaking for a 5-to-2 majority of the Supreme Court (Justices Black and Reed dissenting), on Feb. 27 damned and outlawed the sit-down. The Court damned the National Labor Relations Board for virtually condoning the sit-down by ruling that Fansteel must reinstate the strikers.

Though public opinion had long since ended the great sit-down epidemic of 1936-37, the Court's ruling had two immediate results. Minor: two New Jersey employers, freed from the threat of penalty by the Labor Board, discharged 250 employees who had recently staged sit-downs. Major: critics of the Wagner Act and the Labor Board redoubled their fight in Congress to amend the Act, abolish the Board.

**The Winner.** Rebel Generalissimo Franco last week became the legal government of Spain when Britain and France and 35 other nations recognized him, on the ground that, though bystanders may like the loser, they must do business with the winner. When



"HONEST, THERE'S NOBODY HERE BUT US SPANIARDS"

Prime Minister Chamberlain announced recognition in the House of Commons, Laborites roared "Shame!" and forced a vote which Chamberlain won easily, 344 to 137. Chamberlain's ace was an equivocal telegram from Franco's Government which half-answered the world's two great questions: 1) Will Franco punish the Loyalists? 2) Will he let the Italians stay in Spain? The telegram: "The patriotism, chivalry and generosity of El Caudillo [Franco] . . . and the spirit of equity and justice constitute firm guarantees for all Spaniards who are not criminals. . . Spain is not disposed to accept any foreign intervention which may impair its dignity and infringe its sovereignty." Low of the *London Evening Standard*, cartooned the British reaction (see cut). Loyalist President Manuel Azaña wrote out his resignation on a page of his nephew's school notebook and sent it home from France. Franco named a great nobleman, the 17th Duke of Alba, Jacobo-Maria Stuart Fitz-James, Spain's ambassador at London. France named as its ambassador to Spain Marshal Philippe Pétain who once taught Franco in the French War College.



KRUPSKAYA

Lenin stood for. The Soviet bigwigs breathed a sigh of relief last week, gave her a colossal funeral.

**Roosevelt Resignation.** To the sponsors of a Washington concert by Negro Contralto Marian Anderson, Mrs. Roosevelt dispatched a telegram saying: "I regret exceedingly that Washington is to be deprived of hearing Marian Anderson, a great artist." To the D. A. R., who had refused to let Miss Anderson sing in their Constitution Hall, Mrs. Roosevelt dispatched her resignation. Said Singer Anderson: "I am not surprised at Mrs. Roosevelt's action, because she seems to be one who really comprehends the true meaning of democracy."



ANDERSON

**Markey's Swap.** Gene Markey, Hollywood screenwriter and producer, was married in Mexico, Mexico, on March 4 to Hedy Lamarr, the "Ecstasy Girl," sensationally beautiful Austrian star. Two years ago Mr. Markey was divorced from Joan Bennett, sensationally beautiful American star. Miss Lamarr's hair is black, Miss Bennett's blonde. But Miss Bennett with her hair dyed black looks so much like Miss Lamarr that practically no one but Mr. Markey can tell them apart.



LAMARR

**Children.** In England, officials distributing gas masks for babies suggested that mothers get their children used to them by playing peekaboo through the mica windows. In the Soviet, four officials were jailed for having improved their record by forcing confessions of wrecking, sabotage and treason from children of 10, and then jailing them with criminals.

**Labor Peace.** President Roosevelt has two prime reasons for desiring an end to American Labor's civil war: 1) to promote his current Recovery drive by stopping the factional Labor disputes which hurt and hinder Business; 2) to win the united support of Labor in the 1940 campaign. On Feb. 25 he moved at last with letters to "Dear Bill" Green, president of A. F. of L. and "My dear John" L. Lewis, president of C. I. O., entreating them to name committees to negotiate a "peace with honor." Both leaders complied. Great are the compromises and sacrifices to be made before there can be reunion. But reports that the rank & file of both sides are thoroughly fed up with fighting make the chances of peace look brighter than they have since the Labor war began.



For 40 years, the old-fashioned piano stool below has traveled the world over with Ignace Jan Paderewski. On Feb. 26 it stood on the stage in NBC's studio 8-H



PADEREWSKI'S CHAIR

waiting the start of the "Magic Key" hour on which the most famous pianist and Polish patriot of his time would begin what would probably be his last tour of America. Years ago, Paderewski would stalk impressively to his piano. Now, at 78, he walked slowly. Years ago, he could stir his audience to wild cheers with the poetry of his playing. Now, his fingers played bravely but without their old-time fire. The studio audience sat in wistful quiet, stirring gratefully when the tired, reflective music briefly took on its old glitter. At the end, it cheered. An international radio audience heard the program. Suffering from a cold, Paderewski was forced to cancel the first two concerts of his tour.





Ignace Paderewski plays a sad farewell to America



## DIPLOMATIC WASHINGTON BOWS AT DEATH OF JAPAN'S POPULAR ENVOY



**H**iroshi Saito, until last October Japan's Ambassador to the U. S., died in Washington Feb. 26. His four years as Ambassador were marked by increasing tension between the U. S. and Japan. But Saito was unfailingly popular. An admirer of the U. S., he played golf and poker, loved baseball, spoke American slang. At his funeral (above) William R. Castle (left), former Under Secretary of State, and Sir Ronald Lindsay (right), British Ambassador to the U. S., sat with bowed heads. Saito's wife (below) and two daughters, Sakiko (left) and Masako (right), paid homage at his bier. President Roosevelt offered to send his ashes to Japan aboard a cruiser.

## HAWAII OPENS LEGISLATIVE SESSION WITH AN HOUR OF MUSIC AND HULAS



**I**n the throne room of Iolani Palace, Honolulu, on Feb. 15, the 20th territorial legislature of Hawaii opened its 1959 session. For at 10 o'clock the session was called to order. Hawaiian musicians played dances went through the rotations of the hula. After lunch the combined houses—15 senators, 30 representatives—listened to the budget message of Governor Joseph B. Ponder (below, in center, at second table). On the other side of the rostrum hung Hawaiian flags used by the U. S. before the U. S. took possession in 1898. The eight stripes represent major islands. Union Jack symbolizes their discovery by Captain James Cook in 1778.





## KANSAS CITY'S UNDERWORLD SHAKEN BY CRUSADING JUDGE & GRAND JURY



In the courtroom of Judge Allen C. Southern before on February 28 tenor, defendants of Kansas City's subterranean society. Chief among them was Charles V. Carrolle, reputed czar of the city's vast gambling syndicate. He and smaller fry had been indicted on 110 charges by a grand jury convened by Judge Southern six weeks ago to investigate Kansas City's gambling and vice operations. In the picture below Carrolle stands with upraised hand in right foreground, swearing to a bail bond with his mother and father beside him at left posted to his right. Trials that follow may clean up one of America's most widespread towns.



## SEARCH SHOWS IT TAKES 82½ HOURS TO FIND A NEEDLE IN A HAYSTACK



In Washington on Feb. 27 a waggish young man named James Moran determined to his own satisfaction how hard it could be to Find-A-Needle-In-A-Haystack. Week before he had dumped a two-ton mow of hay on a downtown corner lot, implanted a needle and plunged in. No press agent, Moran designed his haystack venture like his last summer's trip to the Arctic to sell iceboxes to Eskimos as "a protest against employment." He worked 16 hours daily, slept in the stack nights, made \$60 selling straws to onlookers. After 82 hr., 35 min. of hunting, he found the needle, stuck it in an envelope (below), mailed it to the Smithsonian Institution.





## MARY MARTIN, WINTHROP ROCKEFELLER HANDSOMEST COUPLE AT EL MOROCCO

At El Morocco, nocturnal headquarters of New York cafe society, 325 socialites on Feb. 26 watched a battery of famous judges pick the Handsomest Couple present. The judges included Actors William Caxton and Victor Moore, Actress Mae Murray, Writers Dorothy Kildallen and Quentin Reynolds, "Diamond Queen" Mahel Boll and Rudy Vallee. Their quick choice, pert, jovial Mary Martin and tall, good-looking Winthrop Rockefeller.

Mary Martin is the small town Texas girl with the beautiful legs and slim figure who is the singing sensation of the Manhattan theater season. In *Learn It to Me* she leaves audiences limp with her strip-tease and song, *My Heart Belongs to Daddy* (LIFE, Dec. 19). Winthrop Rockefeller, bachelor son of John D. Rockefeller Jr., is now studying banking. They met backstage and at the Rockefellers' Rainbow Room, where Miss Martin sang after her show. This was the first time they have been seen out together.



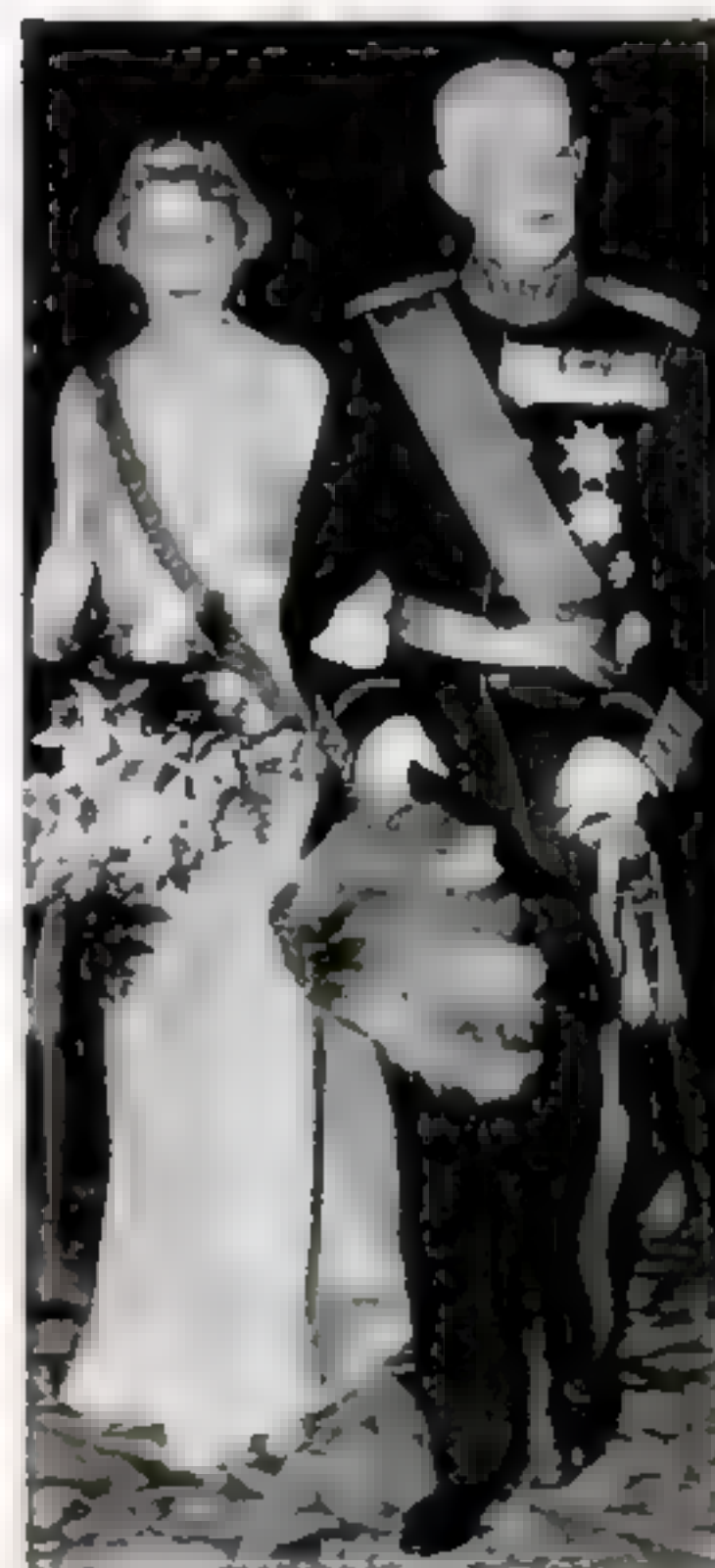
MARY MARTIN IN A ROYAL-BLUE CREPE DANCES WITH WINTHROP ROCKEFELLER

## BRITAIN PICKS A NEW SULTAN

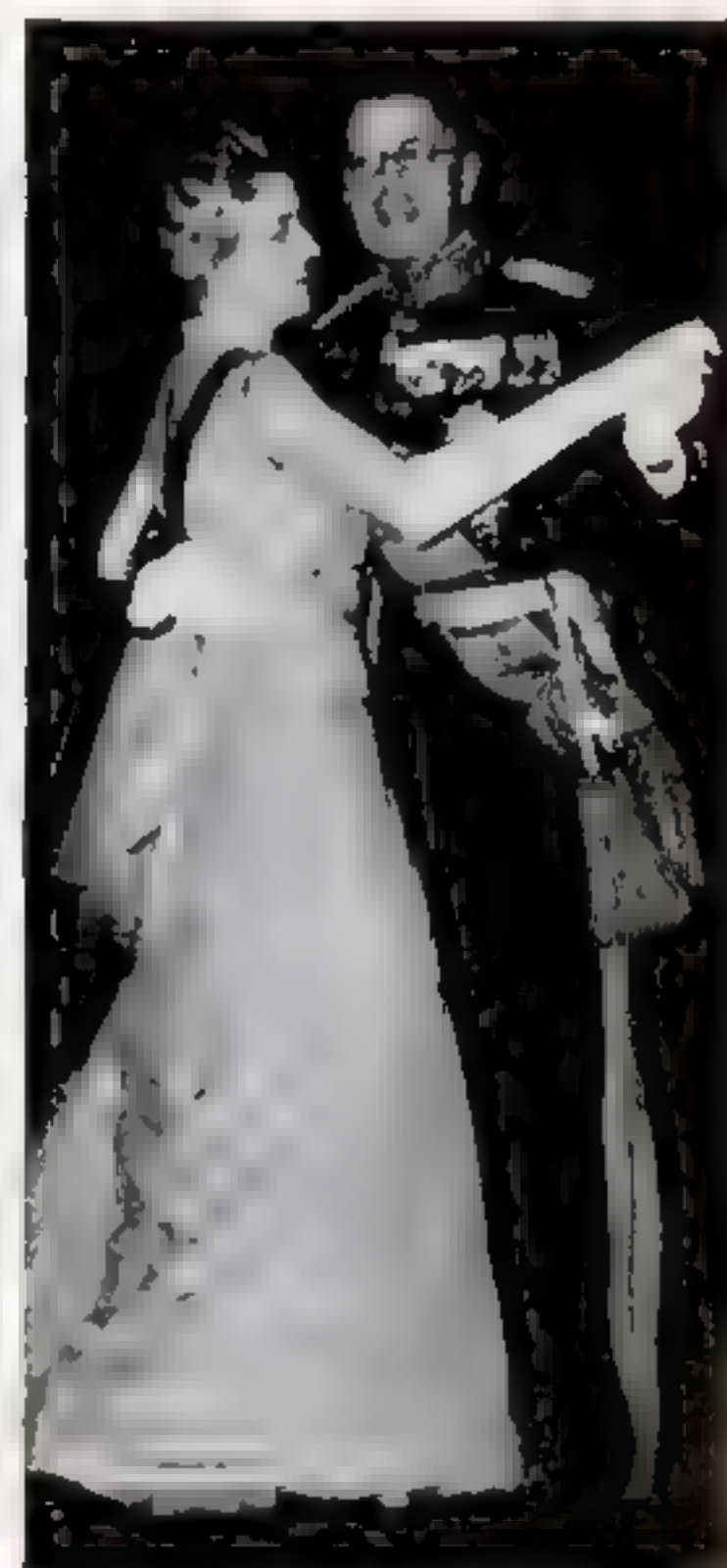


A new sultan is anointed Jan. 20 in Klang, royal city of Selangor on the west coast of the Malay Peninsula. This is the ancient *gumbah permaisuri* (laid by sweet waters, the gift of spouse-chooser). Sultan's women, Grand Vizier, British officials and 100,000 royal couple themselves. Selangor exports tin, rubber and the jetting gaseous. A. A. (radio) now again.

## A MASS COMING-OUT PARTY IS CLIMAX



Two elders arrive at Sweden's Innocence Ball. Sweden's King Gustaf V and the Grand Mistress of the Order of Innocence, Margarethe de Champs, wife of General Henri de Champs.



The Grand Mistress of the Order takes the first dance with the King's eldest son, Crown Prince Gustaf Adolf, who visited the U.S. last year. First dance, a waltz, is for bigwigs.



## FOR A CHEWING GUM STATE



The crown, unusual regalia in Malay States, is placed on the new Sultan's head by his elder brother. Two elder brothers were rejected as Sultans by the British Government in favor of Sir Hisamuddin Alam Shah, K.C.M.G., who went to Cambridge University. Sultana (right) got a tiara.



Real ruler of Selangor, as well as of all the Malay States, is High Commissioner Sir Thomas Shenton Whitelegge Thomas (right), Governor and Commander in Chief of the Straits Settlements, who is also a Cambridge man. Britain tactfully rules, but does not own, the Malay States.



A Malay extra is brought out for the coronation. A Malayan newshy waits for sales. Theoretically Malay, Selangor State is actually 70% Chinese. It is near Singapore.

## OF SWEDEN'S SOCIAL SEASON



Four Swedish debutantes curtsy to the King. Some 450 of them were this year initiated into the 175-year-old Order of Innocence at the annual Innocence Ball in the winter garden of Stockholm's ornate Grand Hotel

Royal. They get tapped on the shoulder with a sword and are given a silver star with the initials I.O. (Innocence Order). Favorite color for gowns is light blue and favorite ornaments are Swedish meadow flowers.



Dancing becomes general after the first dance, a Vienna waltz, has been stepped out by the Swedish royal family, the heads of the Innocence Order and two of the debutantes with their escorts. Some 500 old members spent \$2.50 apiece for the evening of music and food. Guests pay \$8.50 per man, \$7.50 per woman.



## DEWEY *for* PRESIDENT ★ ILLINOIS CLUB ★



First organized Dewey boom started in Rockford, Ill., three days after Hines's conviction. Charter of club is held by Edward M. Fox (right), classmate of Dewey's at U. of Michigan.



After the law was over Dewey went back to his routine as District Attorney. He nailed two men for attempted jury fixing in Hines's case, paid no attention to doings in Illinois.

## DEWEY WINS HIS CASE AGAINST HINES AND HOISTS HIS PROSPECTS FOR 1940

In a New York courtroom on the evening of Feb. 25 a blue-ribbon jury found James J. ("Jimmy") Hines, potent Tammany leader, guilty on all 13 counts of an indictment charging him with conspiracy to protect the city's far-flung numbers racket. To convict this apparently invulnerable politician had been the chief aspiration of New York's District Attorney Thomas E. Dewey since his election in 1937. His first attempt ended in a mistrial last September. Success now expunges the memory of Dewey's narrow defeat in the New York gubernatorial election of 1938, places him well ahead of the field in the Republican Party's Presidential steeplechase. For other 1940 possibilities see pp. 64 & 66.



THIRTEEN TIMES HINES (STANDING BEHIND COUNSEL TABLE AT RIGHT) HEARD FOREMAN (LEFT) PRONOUNCE WORD "GUILTY." IN FOREGROUND: JUDGE CHARLES C. NOTT JR.



# Firestone CHAMPION

The Tire with the NEW Safety-Lock Cord Body and NEW Gear-Grip Tread

## Stronger Cord Body More Non-Skid Mileage

JUST as you would expect, it's Firestone that again sets the tire safety standard this year. Always the leader in building safer tires, Firestone now provides a combination of safety features never before built into a tire. The new Firestone Champion Tire is a completely new achievement in safety engineering.

After years of research on the speedways of the world and in the science laboratories, Firestone engineers have developed a new type of cord body, called Safety-Lock, which provides amazingly greater strength. This revolutionary achievement makes possible the use of a thicker, tougher, deeper tread which gives you much greater non-skid mileage. Because of this new Safety-Lock Cord body and

**FLOYD ROBERTS**  
1938 National Race Champion  
Champion race drivers, whose very lives and chances of victory depend on tire safety, know tire construction and that is why they select and buy Firestone Tires for their racing cars.

Gear-Grip tread, the modern streamlined Firestone Champion Tire establishes completely new standards of blowout protection, non-skid safety, silent operation and long mileage.

The new Firestone Champion Tire embodies the famous Firestone Triple-Safe construction — only in Firestone Tires do you get the exclusive and patented construction features of Gum-Dipping, two extra layers of Safety-Lock cords under the tread and Gear-Grip tread design. Never in all the history of tire building, has there been such a safety combination to protect you against the dangers of blowouts, punctures and skidding.

The new Firestone Champion Tire has captured the attention of car owners everywhere. Call on your nearby Firestone Dealer or Firestone Auto Supply and Service Store today and equip your car with a set of new Firestone Champion Tires — the only tires made which are safety proved on the speedway for your protection on the highway.

*Listen to The Voice of Firestone with Richard Crooks, Margaret Speaks and Alfred Wallenstein, Monday evenings over Nationwide N.B.C. Red Network*

*Listen to The Firestone Voice of The Farm — Everett Mitchell interviews a Champion Farmer each week during noon hour. See local paper for station and time.*

Copyright © 1938 Firestone Tire & Rubber Co.



★  
**Firestone**  
LIFE PROTECTOR  
the Tire within  
a Tire

Makes a blowout  
as harmless as a  
slow leak.



Should a blowout occur, the exclusive Firestone Safety Valve holds sufficient air in the inner compartment to support the car until it is brought to a safe stop.



THE ONLY TIRES MADE WHICH ARE SAFETY PROVED ON  
THE SPEEDWAY FOR YOUR PROTECTION ON THE HIGHWAY



## How many whiskies do you put into a Manhattan?

THE ANSWER in our opinion should be *Several whiskies* — in whose claim to greatness lies not only *smoothness* — as they are noted for its rich deep *richness* — but in fact to its *complexity* or its *softly blending*.

And where can you hope to find these most select whiskies? We thought you knew — you can get them all in one bottle — *Superior* or *Four Roses*. For Four Roses is a combination of several truly great whiskies can distinguish for some special quality.

Even the youngest of these whiskies is 4 years old

All the whiskies in Four Roses are old enough to be better than most, if we thought they would be as good as separately they may.

But instead we think it better to combine these whiskies to no proof to make a really great drink. For when you get the *Superior* or *Four Roses* at any good bar or package store, you will find it better than any other you have seen. For Four Roses is a *blend* of several whiskies, every drop.

So long before you can wish you had a Manhattan made with several whiskies in that way. *Superior* or *Four Roses* at any good bar or package store. For you will find it better than any other you have seen. For Four Roses is a *blend* of several whiskies, every drop.

Famous Recipe for a Manhattan — *Four Roses* —  
10 L. Vodka — 10 L. Vodka — 10 L. Vodka — 10 L. Vodka —  
10 L. Vodka — 10 L. Vodka — 10 L. Vodka — 10 L. Vodka —  
10 L. Vodka — 10 L. Vodka — 10 L. Vodka — 10 L. Vodka —

# FOUR ROSES

EVERY DROP IS WHISKY  
AT LEAST 4 YEARS OLD

A blend of several whiskies — no proof — no proof —  
whiskies — Four Roses — no proof — no proof —





## SCIENCE



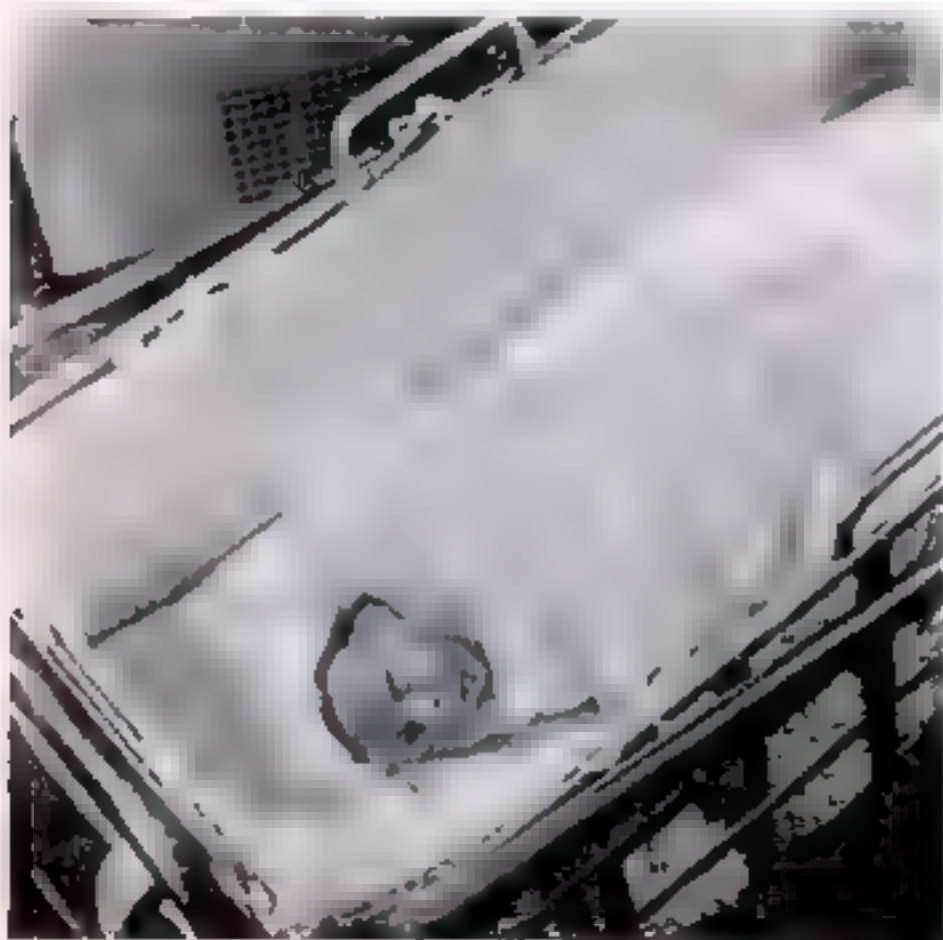
SEVEN-MONTHS BABY GETS BACK MASSAGE TO BELCH

## "INCUBATOR ROOMS" SAVE PREMATURE BABIES' LIVES

Of the 125,000 premature babies born each year in the U. S. over 40,000 die within the first year because they are not sufficiently developed to live outside their mothers' bodies. That such mortality is unnecessary has been well demonstrated by the Boston Lying-in Hospital. In its special nursery, premature babies make the transition from womb to outside world in slow, carefully controlled steps.

Thus the 4-lb. baby, whose full-size portrait you see at right, will stay for two months in the hospital's germ-free incubator rooms. Born Feb. 14, eight months after conception, he was rushed from delivery room to premature babies' ward where he will spend a few weeks in a constant temperature of 85° and will be fed mother's milk through a tiny dropper. As the baby puts on weight he goes to a 79° room and is fed through a larger dropper, finally reaching a room where the temperature is normal and where he is allowed to suck at his own bottle.

But though this process has saved many lives, doctors at the Boston Lying-in attempt to prevent premature births by instructing mothers in prenatal care.



TEN-MINUTE-OLD BABY SWATHED IN COTTON BATTING



CONTINUED ON NEXT PAGE



**LIFE** makes a  
House a Home..



SELF SMOOTHING  
**Kyanize**  
adds to the **LIFE**  
of the surface



A Kyanize painted home adds to the life of the community, too . . . makes yours the best dressed house in the neighborhood for years to come.

Life is the very essence of a fine quality paint like Kyanize Super Service . . . life through its bright, gay color . . .

long life through its tough, shielding film. Surfaces protected with Kyanize require repainting less often. Kyanize ages smoothly . . . eliminates expensive preparation work when repainting finally becomes necessary.

A Few Famous  
Kyanize Products  
Lustaquik Enamel,  
Super Service  
House Paint,  
All Purpose  
Varnish,  
Flat Wall Finish,  
Celoid Enamel,  
Kygron.

**LUSTAQUIK**

**FOR COLORFUL INTERIORS**

If it's life you like — you'll like the colorful finish Kyanize Lustaquik gives your furniture and woodwork. A creamy, self-smoothing enamel. Easy to apply. Dries in 4 hours. Washable. 18 colors or pure white.



**BOSTON VARNISH COMPANY**  
941 Everett Station, Boston, Massachusetts



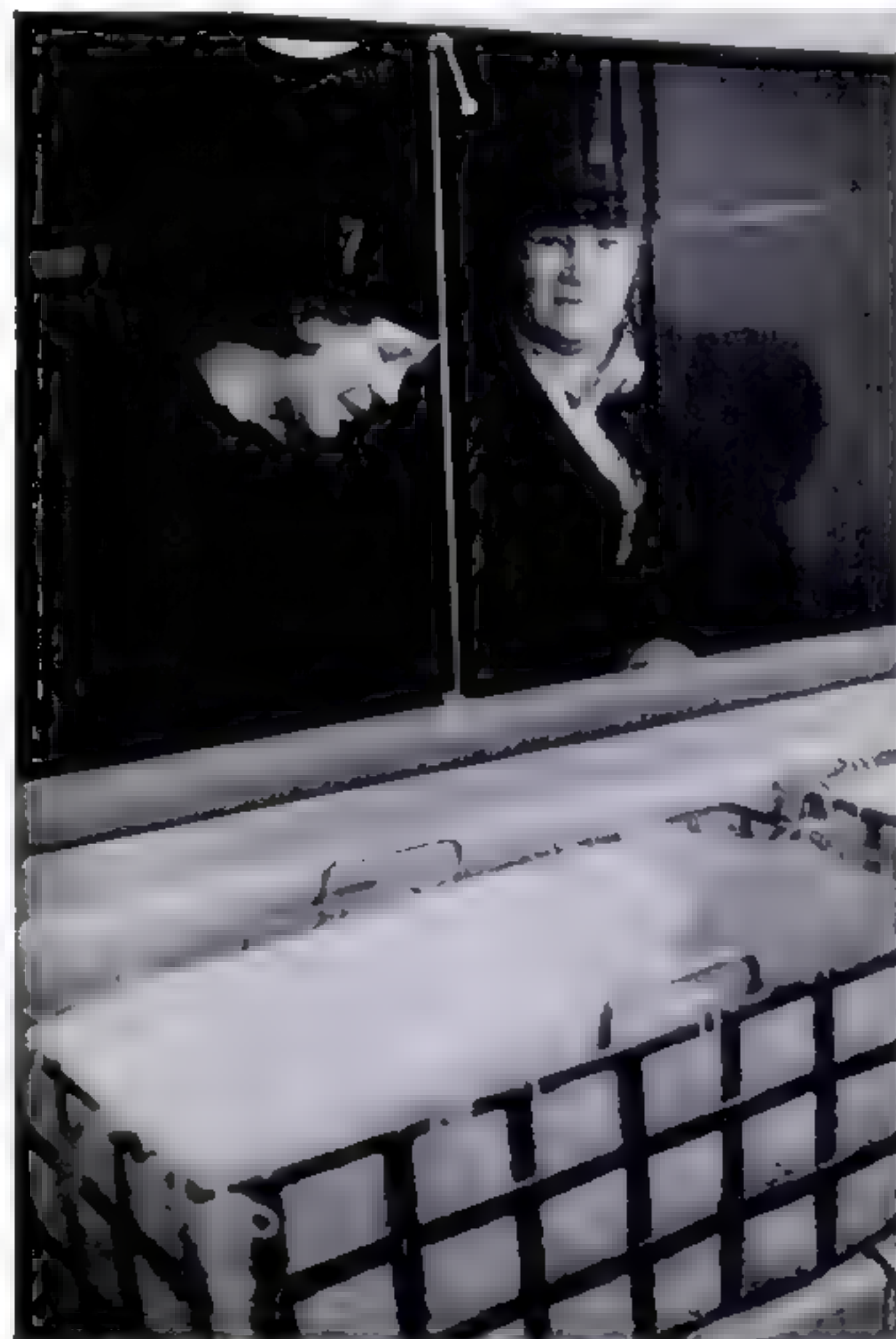
for

Send 25c for generous can of one of above finishes (state which finish, what color), a fine brush with bristles in rubber and the colorful illustrated booklet, "Color Suggestions for Your Home."

**Premature Babies** (continued)



The Hess bed is the premature baby's equivalent of an oxygen tent. Weak babies are placed in this container, given pure air and oxygen which facilitates breathing.



Mothers of premature babies are never allowed inside the nursery, can spend one hour a day fondly gazing at their infants in their cots through a glass partition.

CONTINUED ON PAGE 30





## Say, Ernie—why don't you relax?

**VOICE OF CONSCIENCE:** Ernie, why are you letting that fellow monopolize those two girls? Why can't you relax, act natural, say something funny?

**ERNIE:** Who could do anything but look funny in this shirt? I feel like a trussed turkey.

**VOICE OF C.:** It's all your own fault. What made you buy that shirt anyway? You knew it would probably shrink.

**ERNIE:** Well, it said "pre-shrunk" on it, and I thought maybe this time—

**VOICE OF C.:** You know very well you can't depend on those words "pre-shrunk" or "full-shrunk." Why didn't you insist on a shirt that said "Sanforized-Shrunk" like I told you?

**ERNIE:** Well—I—

**VOICE OF C.:** Haven't you read about the Sanforizing process? How it takes *all* the shrinkage out of the fabric

within a mere 1%, by Government standard test? And that Good Housekeeping Magazine confirms this figure?

**ERNIE:** Yes, but—

**VOICE OF C.:** Must I tell you all over again that there are 195 patents on the process—And no Sanforized-Shrunk shirt will ever shrink out of fit, no matter how often it's washed? That goes for Sanforized-Shrunk shorts and pajamas, too.

**ERNIE:** Listen, why don't you quit harping at me, and tell me something I can do about it—now—before that girl walks out on me?

**VOICE OF C.:** Here's what to do, Ernie! Tell the girls you've got to send a wire, or phone your Aunt Emma. Then run across the street and get a nice, comfortable Sanforized-Shrunk shirt to wear. It will fit you now—and it will still fit the next time you have a date with that girl—

**ERNIE:** If there's a next time—

**VOICE OF C.:** Sure there'll be, if you hurry. That store is still open—and they carry Sanforized-Shrunk shirts in different makes, at all prices.

**ERNIE:** Here goes. Watch me make a hit with those girls when I come back—

**VOICE OF C.:** But don't forget the other fellow has a head start. He's never worn any other kind *but* Sanforized-Shrunk shirts.

### Look this way, girls—



—and end your shrinking troubles, too. Look for the words **SANFORIZED-SHRUNK** whenever you buy anything made of cotton, linen, or spun rayon.

- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Men's Pajamas, Shorts
- Children's Garments
- Slip-covers and Draperies

To be sure of permanent fit... look for the words... *Sanforized-Shrunk*



# SAVE WITH Spud

**NOW AT  
POPULAR  
PRICES**



Yes, famous Spud, the world's finest mentholated cigarette—at the price of other popular cigarettes!

You pay no premium for Spud but you get one—top-quality tobacco, accented and seasoned with menthol for that delightful, fresh Spud effect.

Spud is milder, better-tasting—much more refreshing!

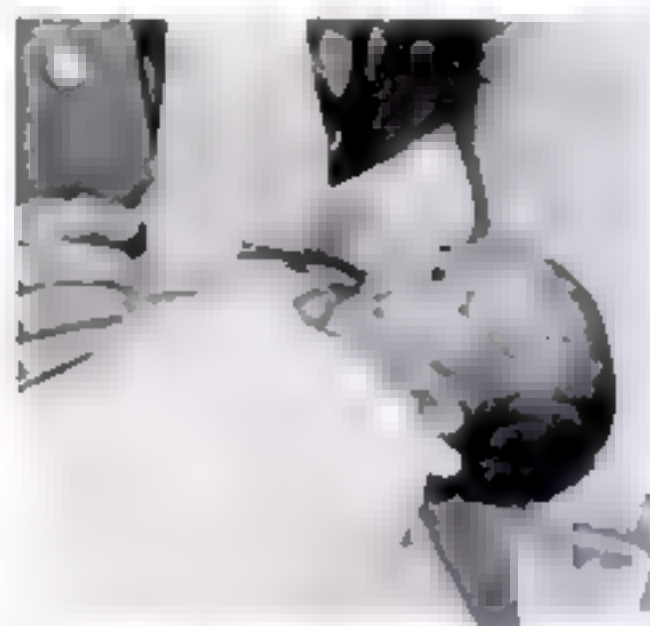
A welcome change for cigarette smokers—and welcome change in your pocket! Cork or Plain.

Copy, The Axton-Fisher Tobacco Co., Louisville, Kentucky

## Premature Babies (continued)



Three-pound babies are fed by placing rubber tube down their throats, pouring the milk through a funnel into the tube. Such feeding conserves the baby's strength.



A medicine dropper is used to feed babies who are too weak to suck a nipple.



Combination bottle-dropper with both a bulb and a nipple teaches baby to nurse.

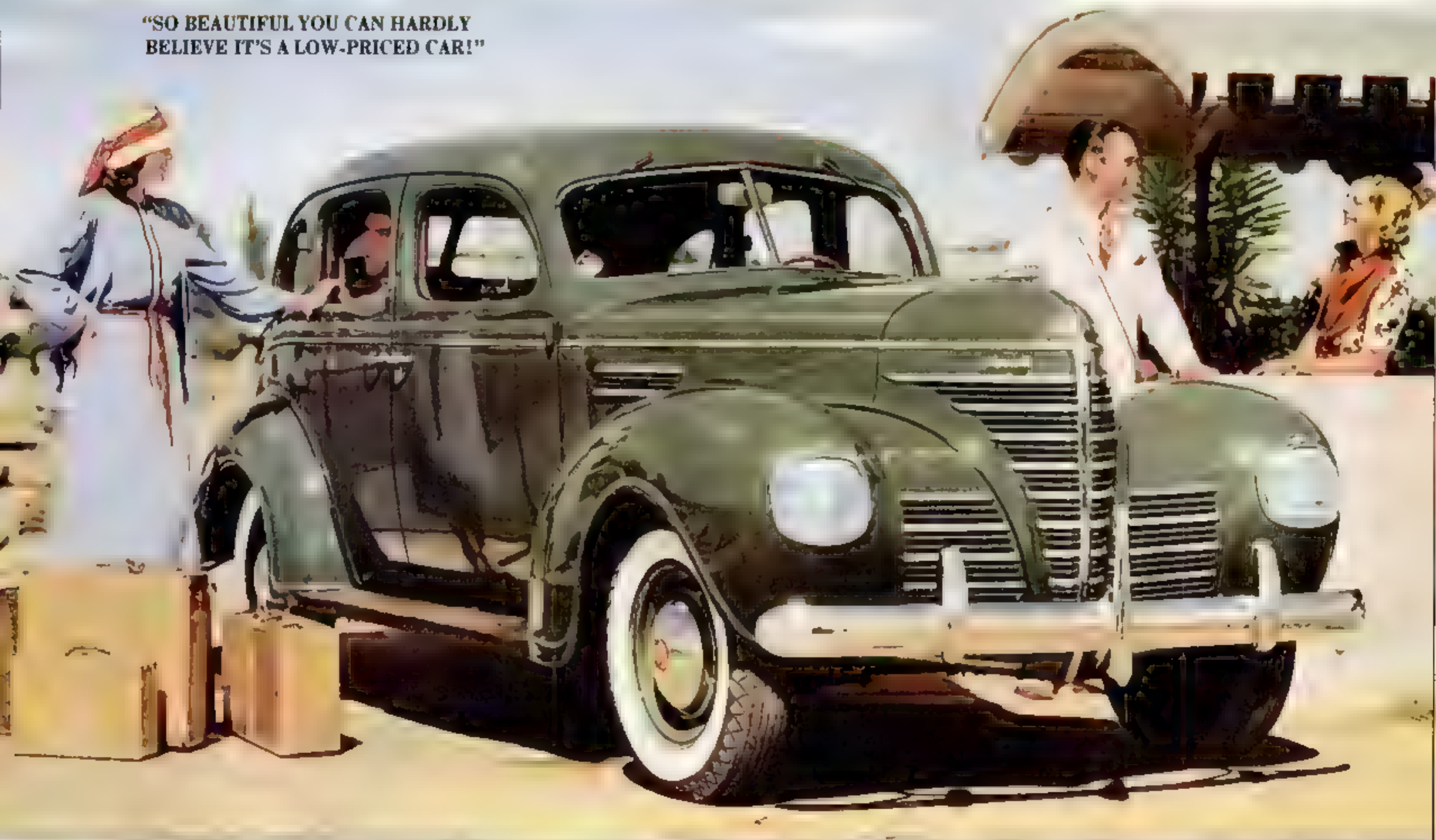


Fully developed, the premature babies drink from regular bottles containing either mother's milk or formula milk. Nurses always wear masks over mouth and nose.



# It's the Smart Way to Go

"SO BEAUTIFUL YOU CAN HARDLY BELIEVE IT'S A LOW-PRICED CAR!"



THE NEW 1939 PLYMOUTH. All models - both the "Roadking" and the "De Luxe" - have a completely rust-proofed Safety-Steel body. Drive Plymouth today!



**M**OST BRILLIANTLY STYLED of the leading lowest-priced cars, Plymouth is also the *biggest*...5 inches longer than one; 6 inches longer than the other!

And all Plymouth models have the same big, 82-h. p. "L-head" engine, giving full-powered performance & great economy. Anyway you judge, Plymouth stands out as the year's best buy! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

1. Perfected Remote Control Gear Shifting.
2. New All-Silent Auto-Mesh Transmission.
3. New Coil Springs of Special Amola Steel.
4. New Streamlined Safety Headlamps.
5. New True-Steady Steering—easier handling.
6. Time-Proven, Double-Action Hydraulic Brakes.
7. Revolutionary "Safety Signal" Speedometer.
8. Huge, Airplane-Type Shock Absorbers.
9. Patented Floating Power Engine Mountings.



**STANDARD EQUIPMENT** on "De Luxe" models at no extra cost—Perfected Remote Control Shifting with All-Silent Auto-Mesh Transmission. It's much easier. True-Steady steering gives new handling ease.

**Low Prices Include:** "Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on dash, ash-tray front and rear, sun visor, safety glass and big trunk space (19.6 cu. ft.)

"Roadking" models start at \$645. "De Luxe" models slightly higher. Prices include all federal taxes, transportation and state, local taxes, if any, not included. MAJOR BOWEN'S AMATEUR HOUR, C. B. S. NETWORK, THURS., 9-10 p. m., E. S. T.

## PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING"  
NEW "DE LUXE"





# "Canada's Finest"



## General James Wolfe ONE OF "CANADA'S FINEST"

Mortally wounded in the Plains of Abraham, General Wolfe's last words, which told the French had been decisively beaten, were: "Now, I can go in peace." His

famous victory in 1759, won for Great Britain all of French Canada. A military genius, a deep thinker, a great humanitarian, General Wolfe is remembered as "Canada's Finest".

## The Most Delicate of all Whiskies

ALONE AMONGST DISTILLERS, the House of Seagram, we believe, has the background of blending experience and the craftsmanship necessary to make a Canadian Whisky as light, as low proof (86.8) and as delicate as Seagram's "V.O."

Taste "V.O." Compare it with any other Canadian Whisky. Only then will you be able

to realize and appreciate its true fineness.

Seagram's "V.O." is the supreme achievement of Seagram's master craftsmen. It is truly a masterpiece of the blenders' art — "Canada's Finest" Canadian Whisky.

Seagram's "V.O." Canadian rare old blended whisky, 6 years old. Distilled, aged and blended under the supervision of the Canadian Government.

**Seagram's** **V.O.**  
FINE WHISKIES SINCE 1857  
**CANADIAN**

*Deliciously Delicate —  
Yet Deeply Satisfying*

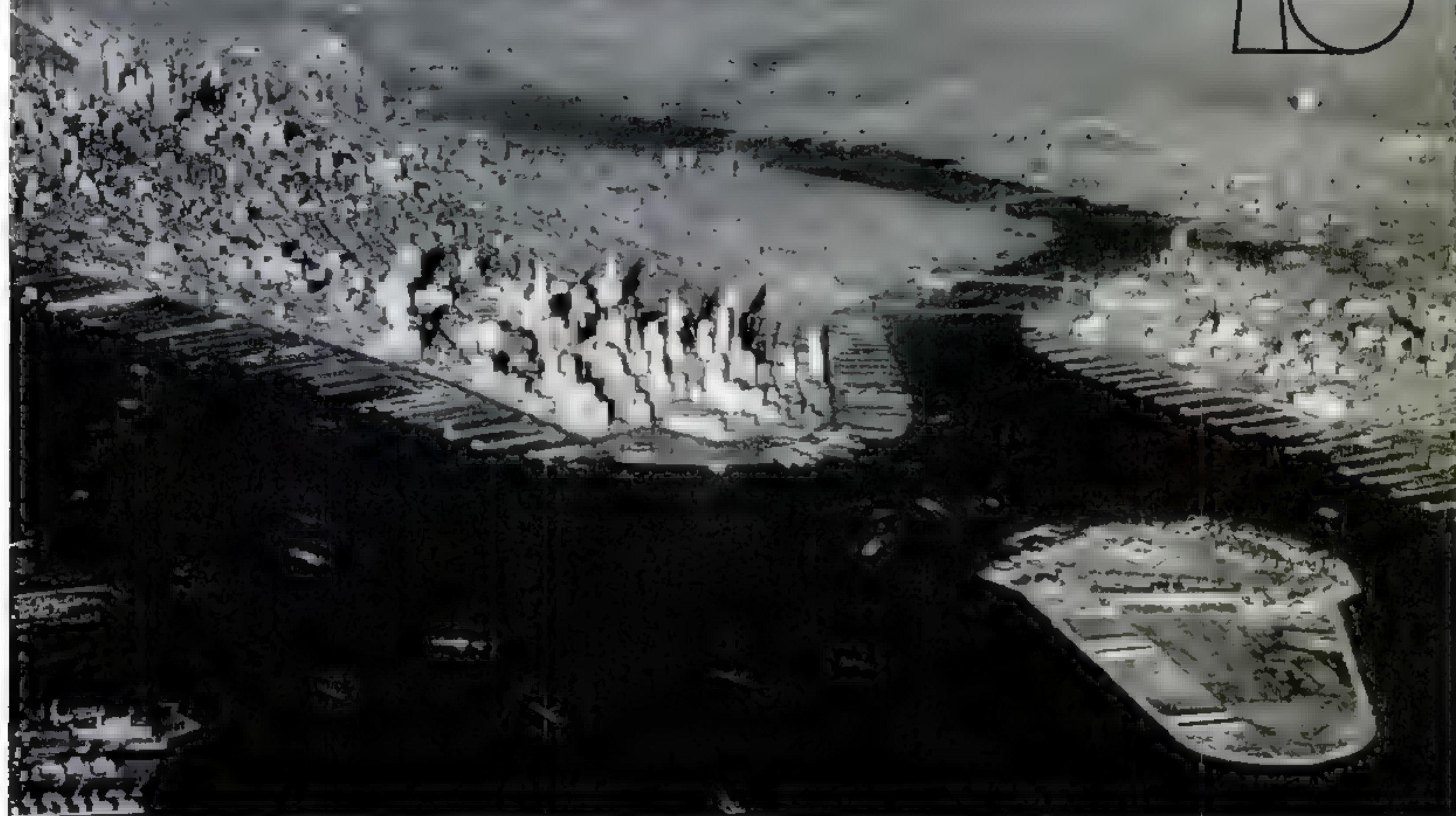


A MASTERPIECE OF  
THE BLENDERS' ART  
6 years old... 86.8 proof

Seagram Industries Corporation, Office, N.Y.



# WORLD'S FAIR



THIS IS WHAT NEW YORK AND ITS FAIR LOOK LIKE FROM 1,000 FT. UP. FROM MANHATTAN'S TIP TO FAIR IS FIVE MILES. IN FOREGROUND: GOVERNOR'S ISLAND

The New York World's Fair 1939 opens April 30, exactly 150 years after the inauguration of George Washington. Its site, two square miles near Flushing, L. I., was a huge ash heap on a tidal marsh, celebrated in fact and fiction as the "Corona Dump." Into this dump \$170,000,000 has been poured to level and fill ground, plant 10,000 trees and millions of flowers, cover it with 200 buildings in which 1,400 exhibitors from 1,300 businesses, 33 States and 58 foreign countries will show their wares.

In virtually all ways, the New York Fair will be the biggest ever held in America. Its 1,200 acres could contain three of San Francisco's Treasure Island or three of Chicago's Century of Progress. Chicago in 1933 attracted a record-breaking 22,000,000 admissions. New York's Fair expects to collect at least 70,000,000. Almost 20,000,000 out-of-towners will come to New York. This will be like adding the entire population of Washington, D.C., to New York every day during the summer. American Express Travel Co. alone has reserved accommodations to sleep 1,500,000 people in New York from June 1 to Nov. 1. The Long Island Railroad and three subways will have special stations at the Fair.

Today, as the Fair is rushed to a frantic completion, it can be safely said that it will be exciting, impressive and eminently worthwhile. But unless its directors bestir themselves and get some lively amuse-

ments, their Fair will be less fun than San Francisco's gay and charming carnival (LIFE, March 6).

The Fair, however, has always declared primly that it is more concerned with instruction than amusement. An out-and-out advertising venture, sponsored by New York businessmen who expect visitors to spend \$1,000,000,000 in their city, the Fair has a high-sounding purpose: to demonstrate the interdependence of men and the blessings of democracy. This demonstration is being put on almost entirely by American Big Business as a goodwill effort. Now, in a time when it must prove its worth and wisdom, Business is using the Fair to show off the marvels of its industrial technology. Since its technology is pretty wonderful, the Fair will be full of wonderful things.

The Fair is budgeted so that it will break even on its own expenditure of \$40,000,000 if only 40,000,000 people come to see it. It is charging 75¢ admission for adults, 25¢ for children. To help ease the feet which will trudge around its 65 miles of walks and roads, it is providing busses, tractor trains, wheel chairs. There will be plenty of places to sit down, rooms for changing clothes, 5,000 toilets, two-thirds of them free. Ruling over this busy world will be the natty figure of Grover Whalen, ex-department-store executive, ex-New York police commissioner. On the following 16 pages, LIFE presents a preview of New York's huge exposition.

## LIFE PRESENTS A PREVIEW OF NEW YORK CITY'S BIG \$170,000,000 EXPOSITION



GROVER WHALEN MEETS HIS DOUBLES (MASKED)

CONTINUED ON NEXT PAGE



## WORLD'S FAIR (continued)



In General Motors Building visitors in moving chairs will tour the U.S. of 1960. At end of 15-minute ride they

will come out at a full-size intersection of the City of the Future. Behind G.M. is the Railroad Building,



The Aviation Building suggests a plane with its nose tucked inside a hangar. Inside the building, pilots of

large commercial planes will demonstrate how they are taught instrument flying in a stationary Link trainer.



AXIS OF FAIR IS CONSTITUTION MALL WHICH STRETCHES ONE-HALF MILE



The 1853 New York fair, at Fifth Avenue & 42nd Street, had for theme a tower and a bulging dome. Crystal Palace, shown here, was burned to the ground



At the 1876 Philadelphia Centennial the original Bell telephone was demonstrated to the visiting Emperor of Brazil who cried, "My God, it speaks!"



The 1893 Chicago fair was probably the greatest of all fairs. It in-



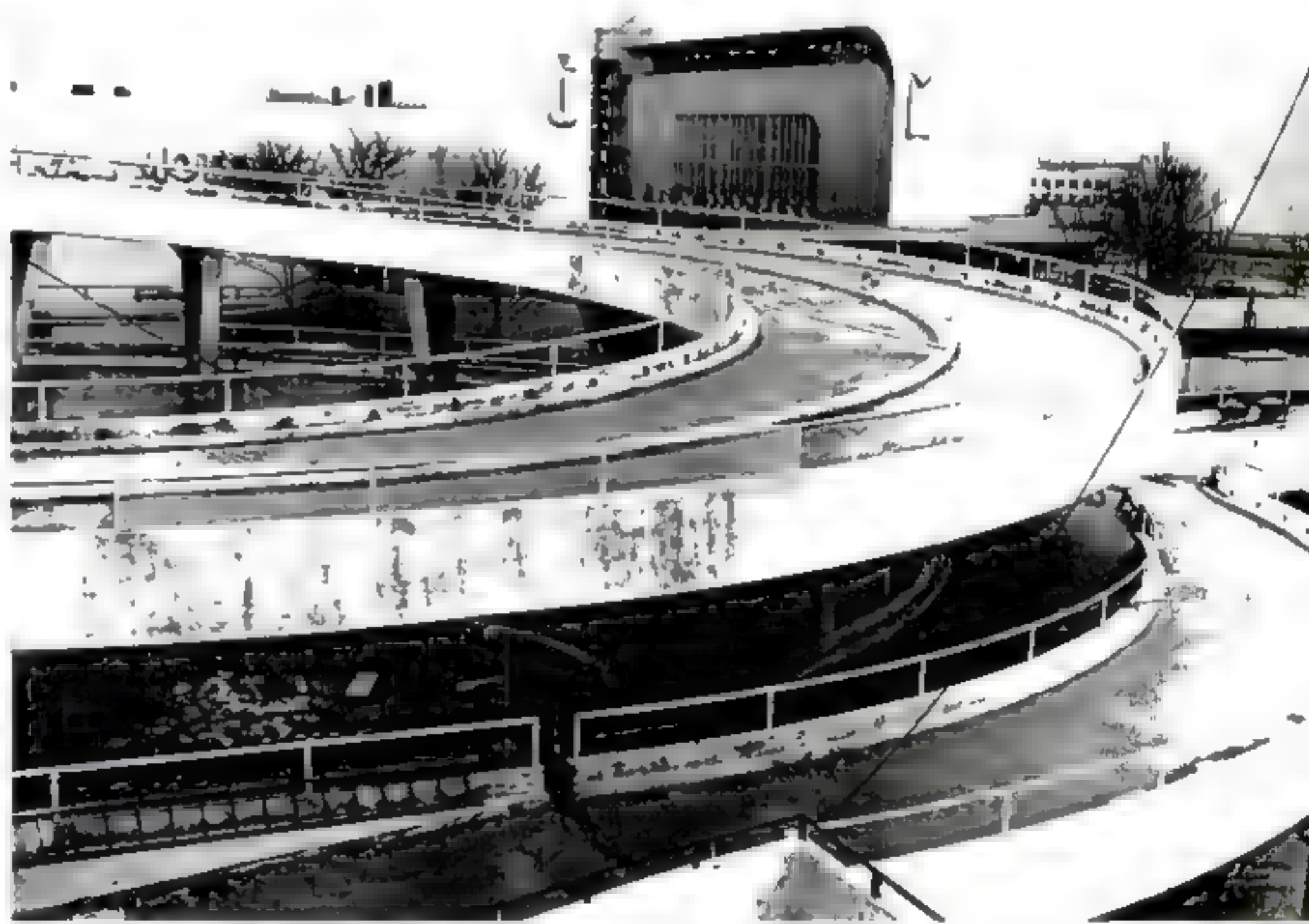


FROM TRYLON (FROM WHICH PICTURE WAS TAKEN) TO FEDERAL BUILDING



The Federal Building has successfully modernized classic architecture. The central part of the building represents the executive branch of government and the

two towers, the legislative and the judicial branches.



The Ford Building (see p. 44) has as an added attraction a half-mile of rising circular ramps for automobiles

only. Visitors will drive up the ramps in Ford cars which will take them right into the nave of the building.



produced the classic architecture which permeated U. S. until 1925.



The 1915 San Francisco fair celebrated the opening of the Panama Canal. It was the first fair to make use of night illumination on a large scale.



The 1926 Philadelphia Sesqui-Centennial is famed only for first Tunney-Dempsey fight. Dump above is what remains of one of greatest flops in fair history



## WORLD'S FAIR (continued)

**SURPRISE! SURPRISE! SURPRISE!**  
**THEY WILL LURK AT EVERY TURN**



"The Rape of Europa," one of the most famous transportation feats of all time, stands in the transportation section in front of the Radiation Building. A light-hearted work of art, it shows Jupiter as the white bull swimming off with Europa. Gleb Derujinsky, a Russian, is its sculptor.



One hundred fifty beautiful cows will be glorified by the Borden Company to demonstrate the efficiency and cleanliness of advanced milking methods. Hand-picked for good looks and productivity, the cows will march from their stalls to a circular "Rotolactor." There

## THESE LITTLE SAVAGES WE BEHOLD

**M**ost engaging of the many statues which stud the Fair grounds are the little figures (right) in the "Fountain of the Atom." Here, four huge statues represent the ancient conception of what constituted all matter: Fire, Earth, Air, Water. Below them dance these lively terra-cotta children. Each one represents an electron, thus symbolizing the modern atomic theory of matter. Waylande Gregory, their sculptor, calls them "elemental little savages of boundless energy."

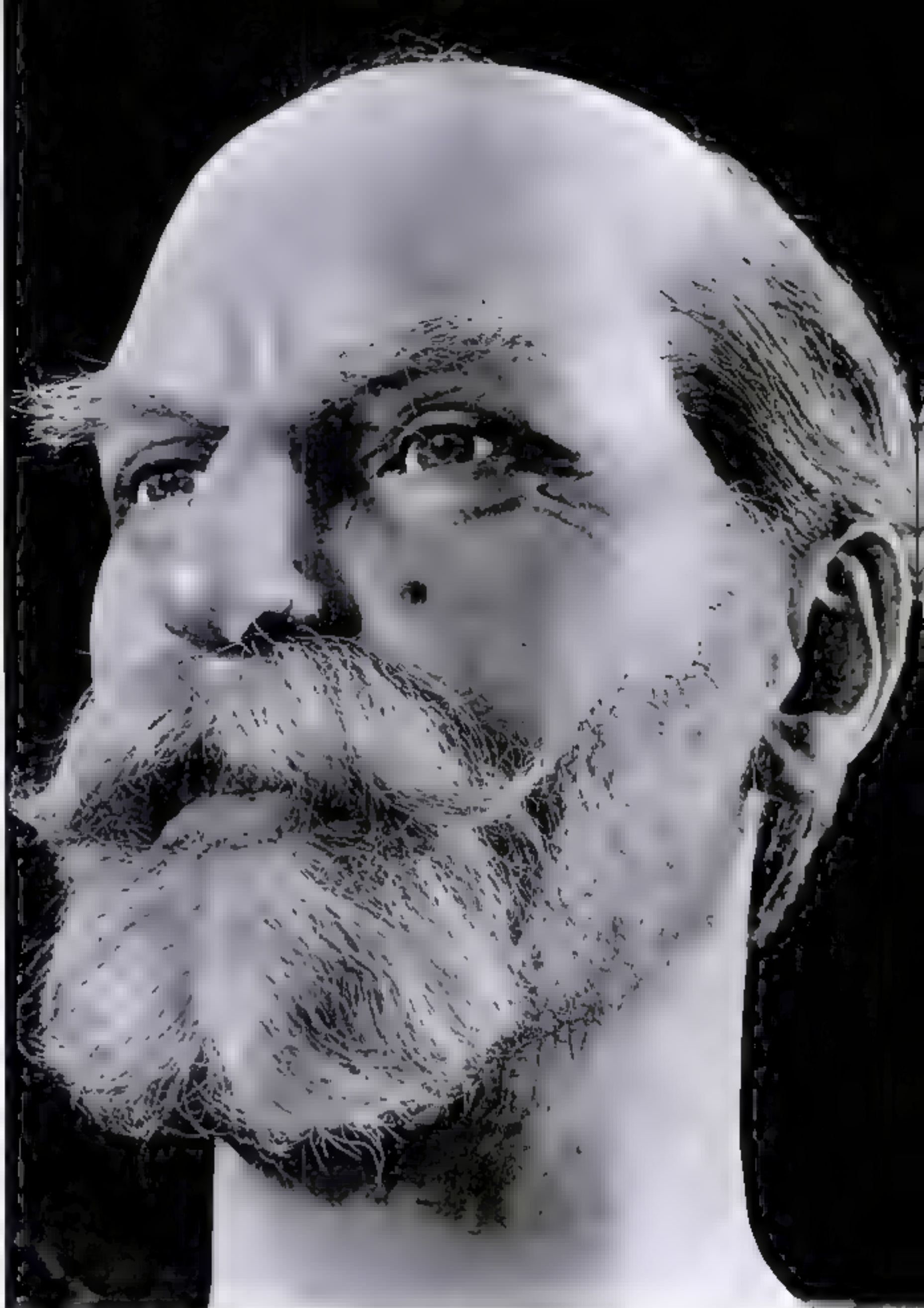
For a while, it seemed as if statues and murals would constitute all the art at the Fair. No attempt was made to have a formal art exhibit. But, spurred by the San Francisco Fair's art coup (LIFE, Feb. 13), the Fair is rustling together a worthy collection of old masters, will also have some modern American works. The great number of murals on Fair exteriors was made necessary by the fact that, to get full exhibit space inside, windows were eliminated. To break up the resulting blank spaces, the walls were covered with decorative color. Landscaping was planned for permanence because, when the big show is over, the Fair must tear down the buildings and turn the ground over to New York City for use as a great park.



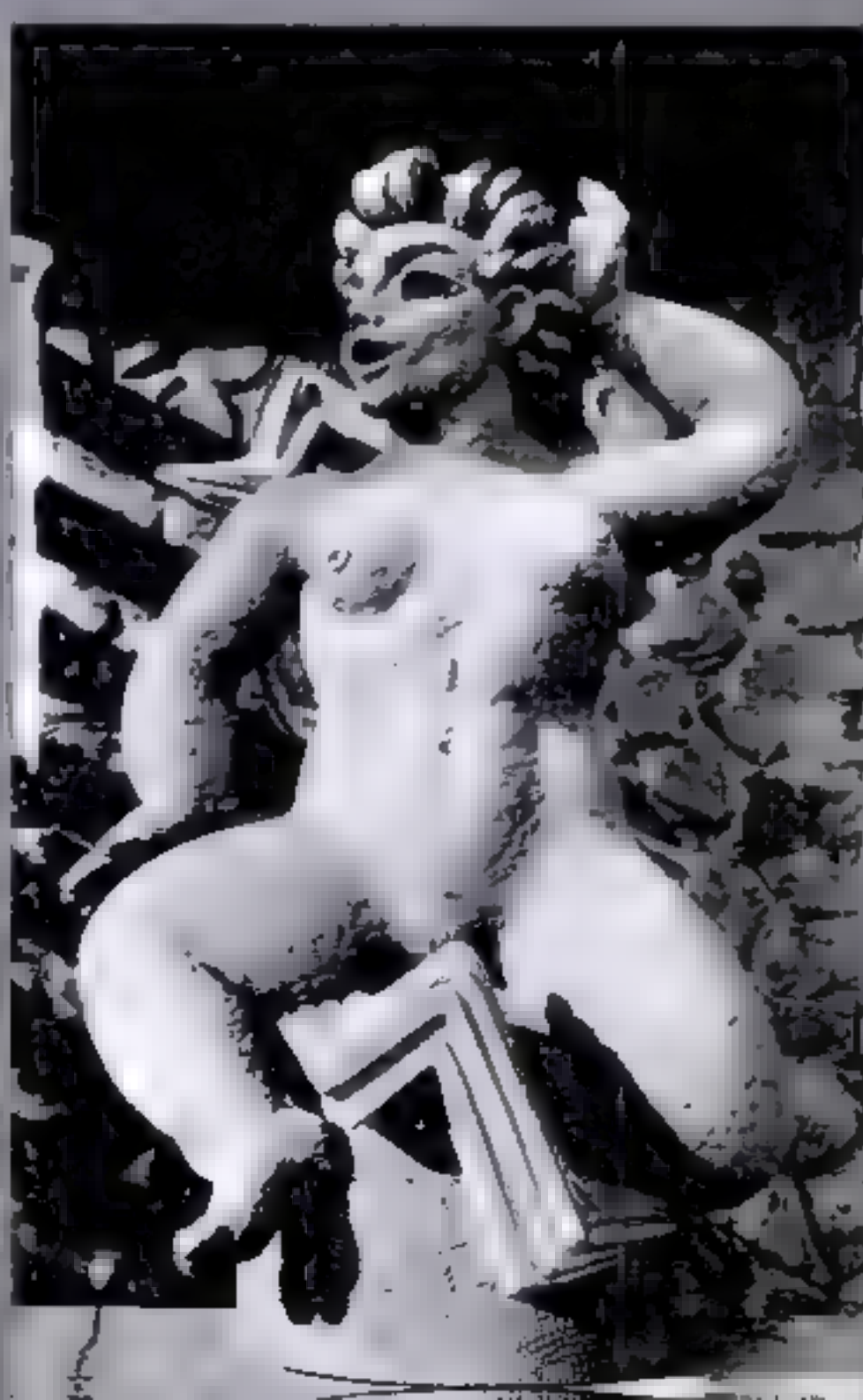




they will be mechanically milked, while the Rotolactor, a sort of bovine merry-go-round, slowly revolves so that the patron can see everything. Also in the exhibit will be 20 calves who will saw and look cute, and five bulls who will plod around in an exercise



**Chief Justice Hughes** of the U. S. Supreme Court will be shown in effigy for visitors at a new Broadway waxworks. Decently robed, Mr. Hughes will sit in the entrance hall. In the main room will be a wax panorama of American history, which begins with Columbus at the Spanish court.



CONTINUED ON NEXT PAGE



## WORLD'S FAIR

**"THE WORLD OF TOMORROW" WILL BE FANTASTICALLY BIG AND BRIGHT**



SIZE COUNTS MOST IN FAIR SCULPTURE. THIS COLOSSUS, "INTERNAL PROTECTION," IS CAST OF TRANSLUCENT PLASTIC FOR FEDERAL BUILDING. A LIGHT SHINES FROM INSIDE.





COMMUNICATIONS BUILDING MURAL SHOWS INDIAN SMOKE SIGNAL AND NUDE MUZZ. TALL PYLONS ARE STUBBED OVER FAIR TO RELIEVE MONOTONY OF LOW BUILDINGS

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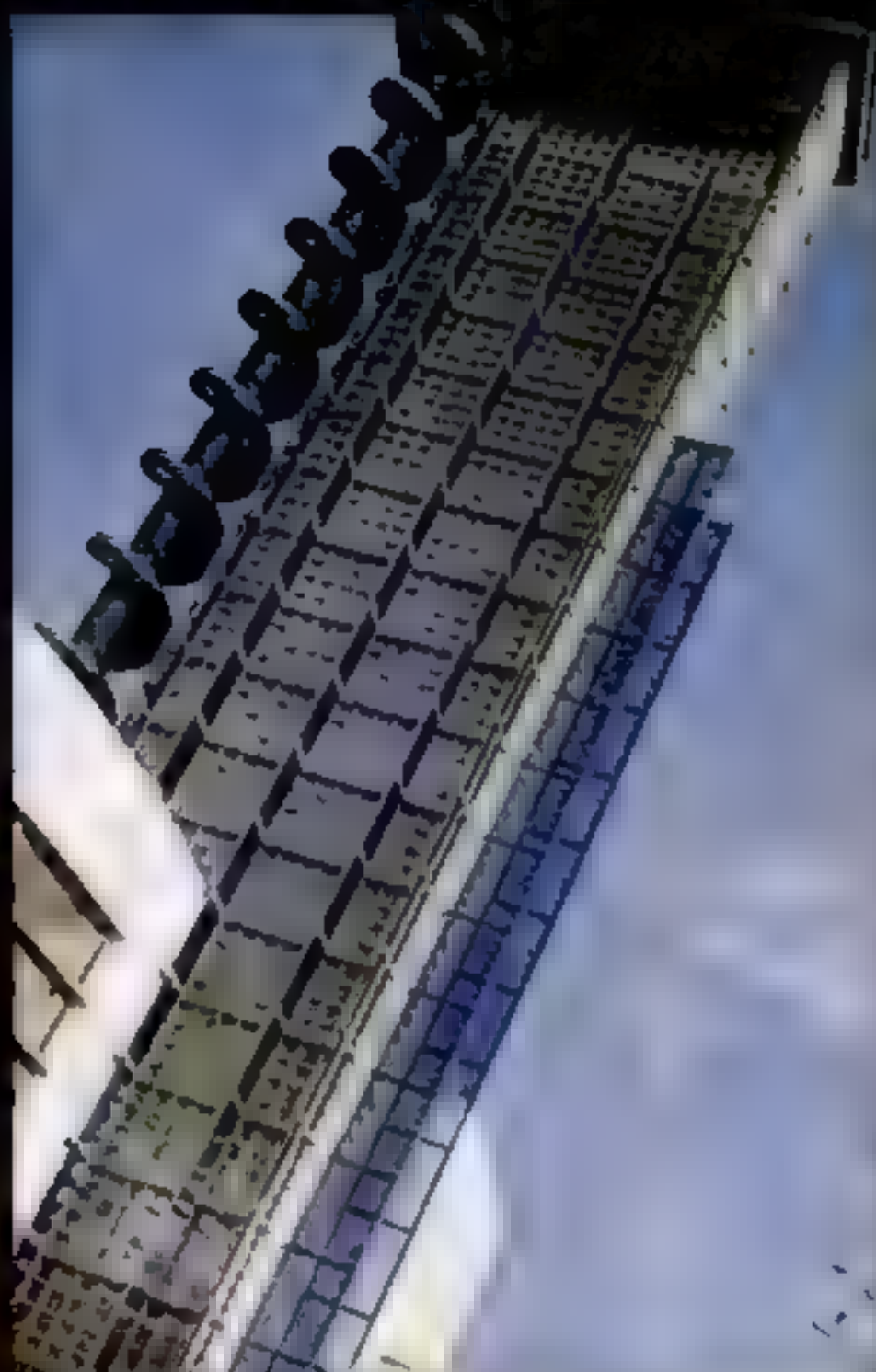


(continued)

## THE FAIR'S ARCHITECTURE IS MODERNISTIC AND COLORFUL



Facade of the Metals Building shows how seven metals assume different colors under varying degrees of heat.



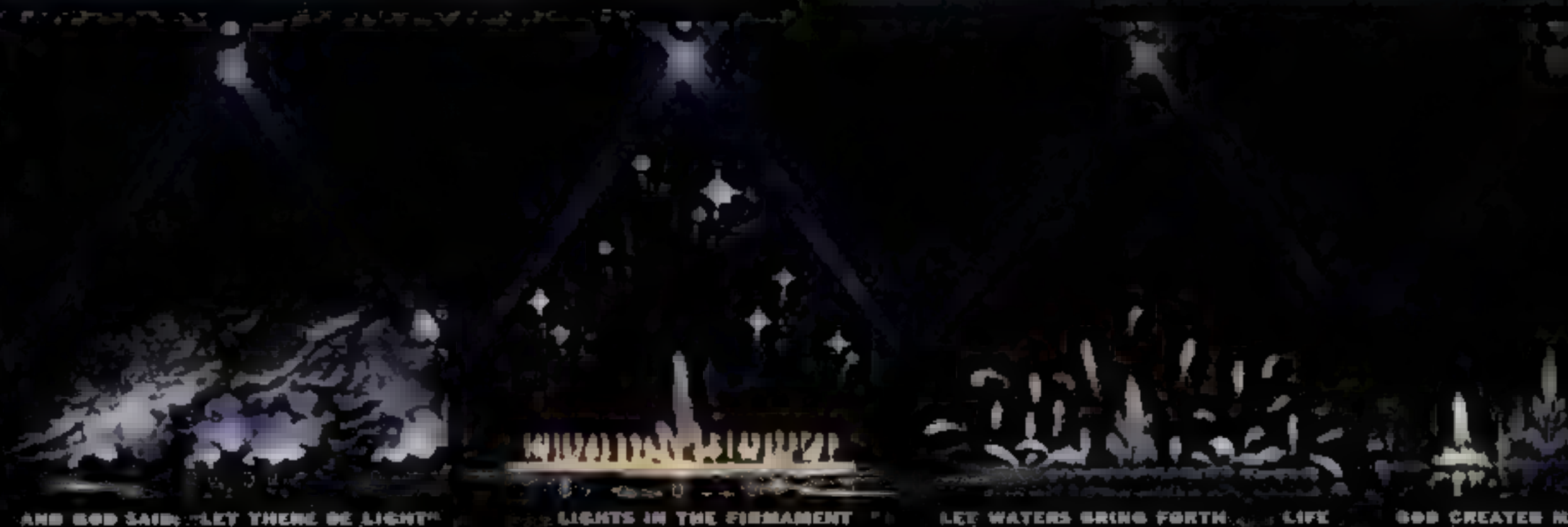
A gleaming tower of glass stands 107 ft. high over the Glass Building. The spiral at upper left encircles a chimney.



ABOVE: DU PONT BUILDING WITH ITS GRIDDED ENTRANCE. RIGHT: TEYLON A PERISPHERE REFLECTED IN MALL.

## Creation in fireworks

Nightly on the Lagoon of Nations, fanciful fireworks displays will tell short stories. Designed by Professor Jean Labatut of Princeton, the displays will consist of fireworks plus 150-ft. columns of colored water and burning gas. Right: the Creation told in fireworks.



AND GOD SAID: "LET THERE BE LIGHT"

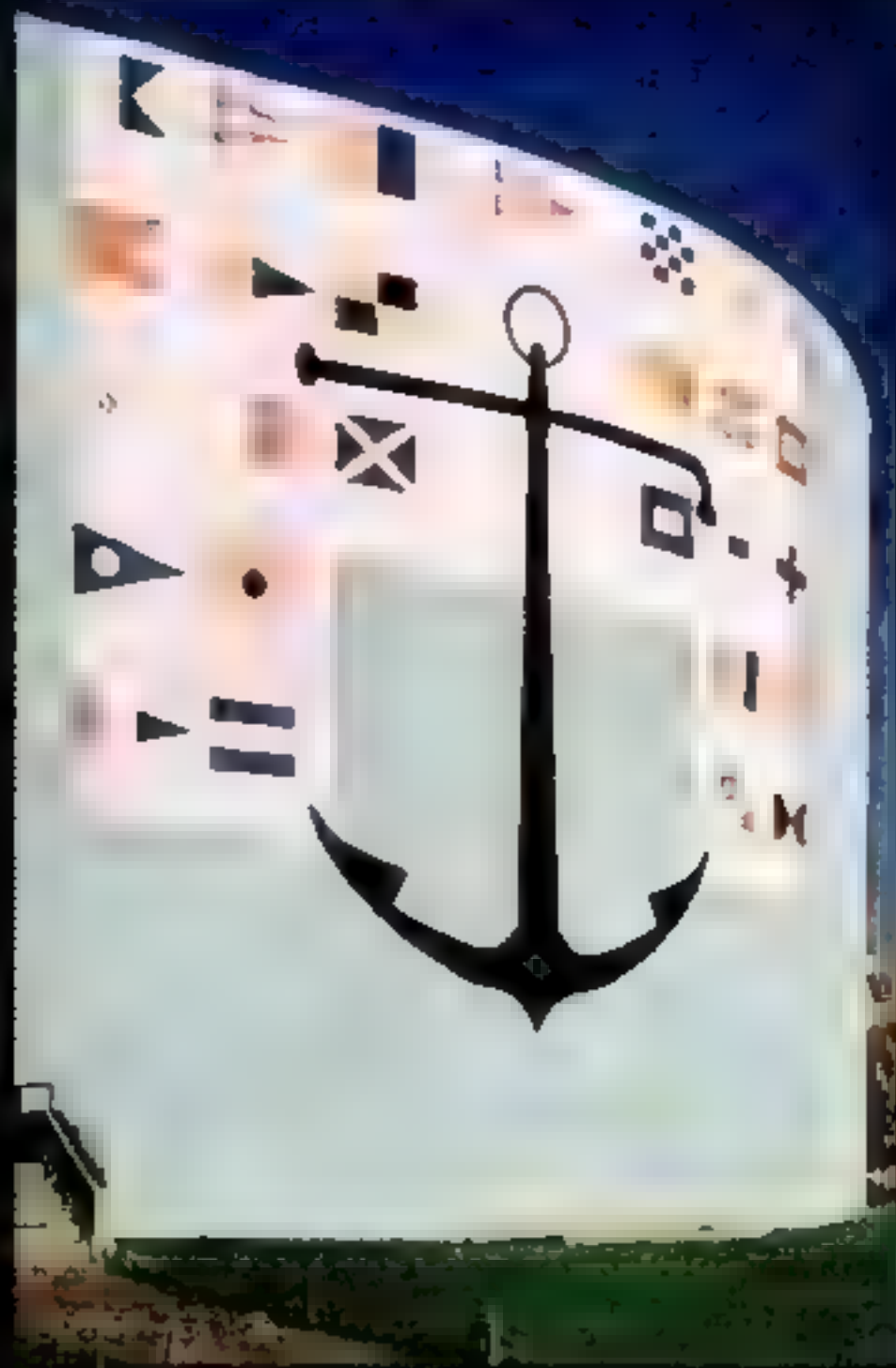
LIGHTS IN THE FIRMAMENT

LET WATERS BRING FORTH LIFE

GOD CREATED MAN



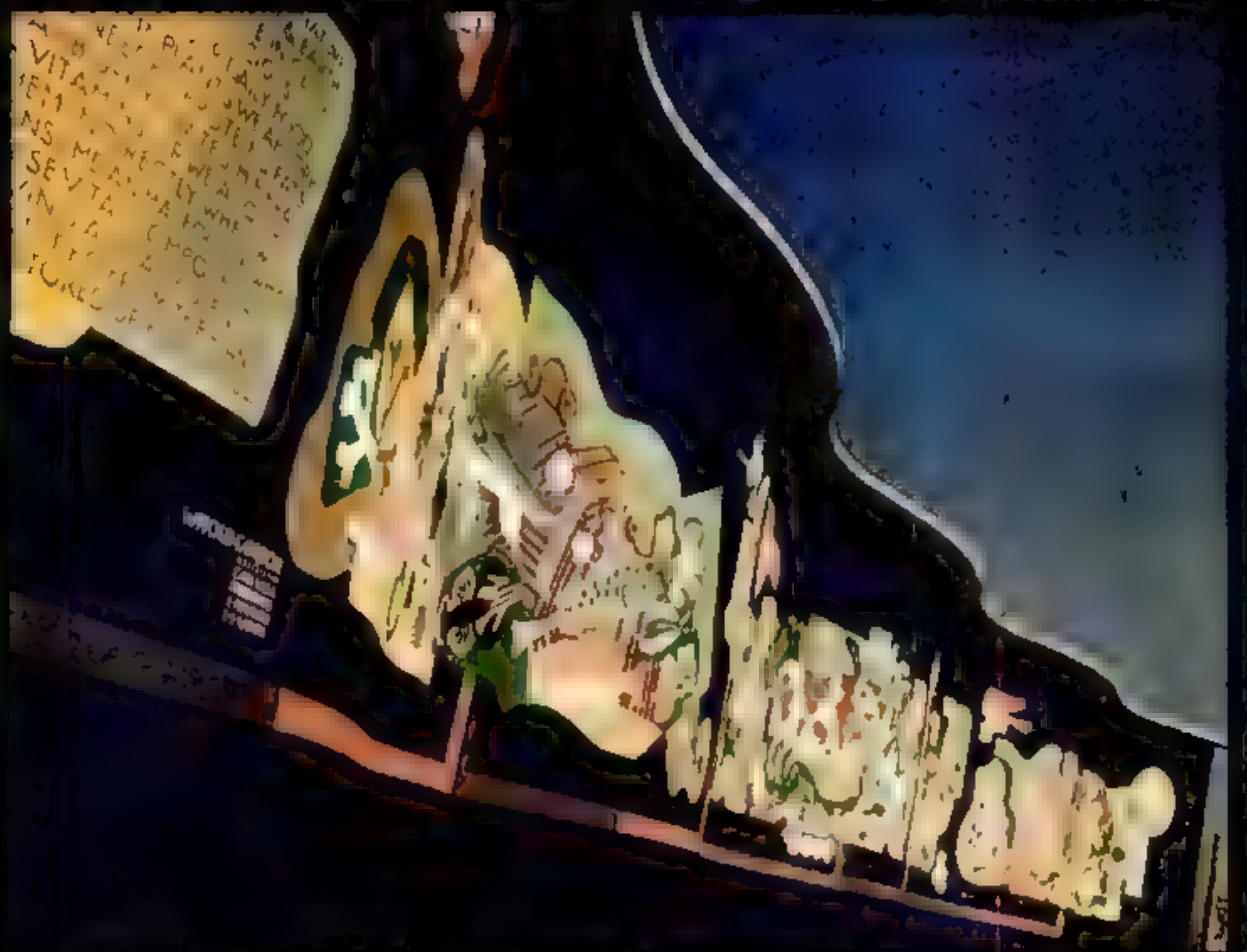
THERE IS HARDLY A WALL THAT DOES NOT BOAST A MURAL



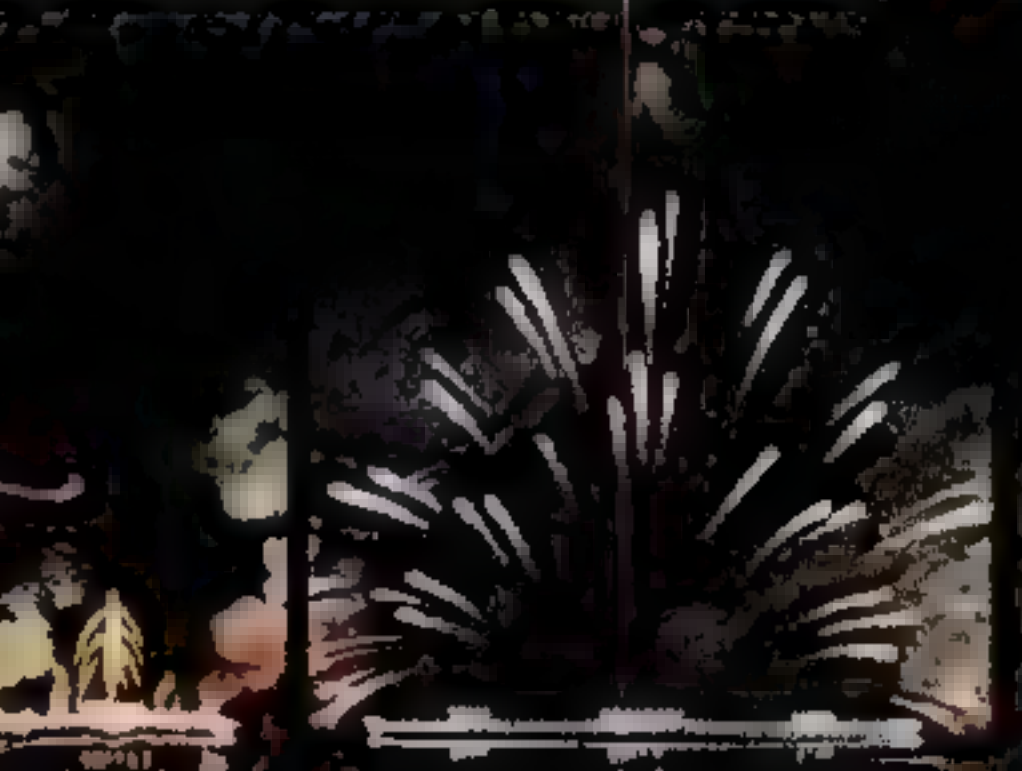
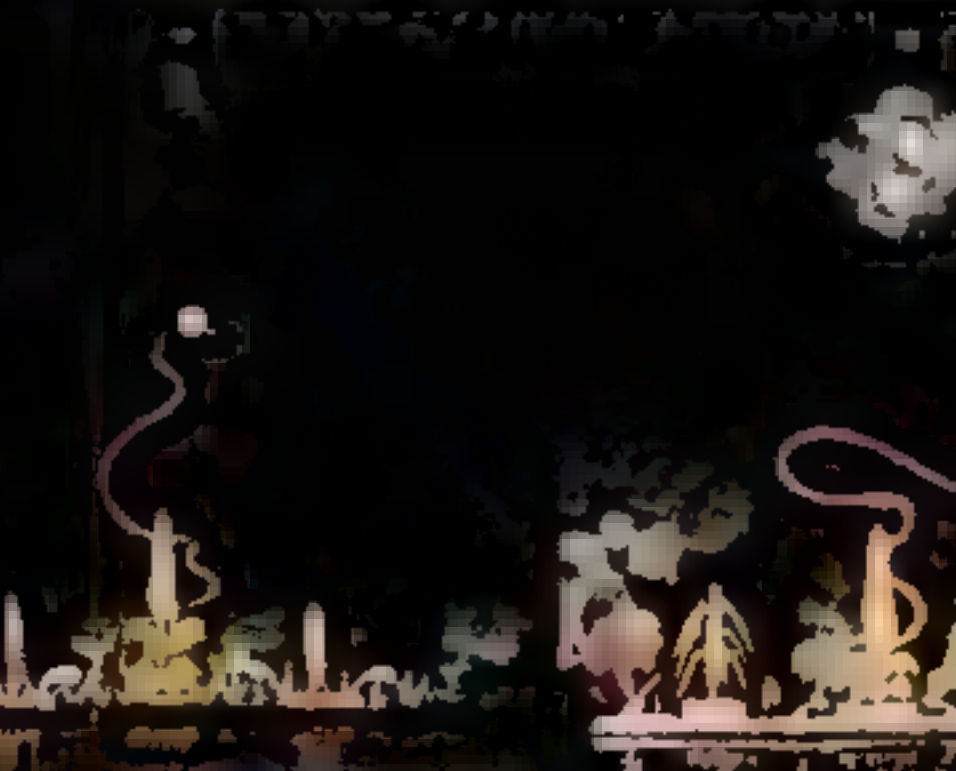
One curving wall of the Maritime Building is decorated with a panel of international signal code flags.



Against the deep red wall of one of the large food buildings stand the bare branches of heavy-locust trees.



FISH, HENS, COWS, PLANTS IN THE FOOD BUILDING MURAL ILLUSTRATE THE VARIOUS FOOD GROUPS



(COLUMN, LEFT) MADE ME A WOMAN (COLUMN, RIGHT) THE SERPENT: "YE SHALL EAT THEREOF" THE LORD: "WHAT HAST THOU DONE?" SO HE DROVE OUT THE MAN

CONTINUED ON NEXT PAGE



(continued)

# MOBILE MURAL

## HENRY BILLINGS DOES A THREE-DIMENSIONAL MURAL WHOSE HERO IS A FORD V-8 MOTOR IN COMPLEX MOTION

**T**he most original and exciting work of art in the Fair is this mural which Henry Billings has done for the Ford building. Built of solid wood-and-metal parts in bright colors it is probably the first three-dimensional mural ever made which actually moves. It has huge gears which mesh and turn, pistons which pump up and down. It is 70 ft. long and 40 ft. high. In the scale model below, the two spectators at left give an idea of its size.

Standing in the entrance hall against a curved wall, which resembles the apse of a church, the mural itself suggests a gigantic altar piece. Its central figure is a Ford V-8 motor, surrounded by a hierarchy of the modern world: science, technology, mass production.

In the center, dominating the mural, is an enlarged cross section of two cylinders in which pistons move back and forth. Above this is a V-8 motor block whose valves and pistons work exactly as they do in a motor car. Below, at the bottom of the mural, globes illustrate energy coming from sun to earth. Ranged along the bottom are six gears, which represent steps in the transformation of the sun's energy into the motion of the motor car. From left to right, the gears are: 1) light into chemical energy; 2) chemical energy into heat; 3) heat to motion; 4) motion to heat; 5) motion to electricity; 6) electricity to heat.

Above the gears are the parts of a Ford motor in which these principles are

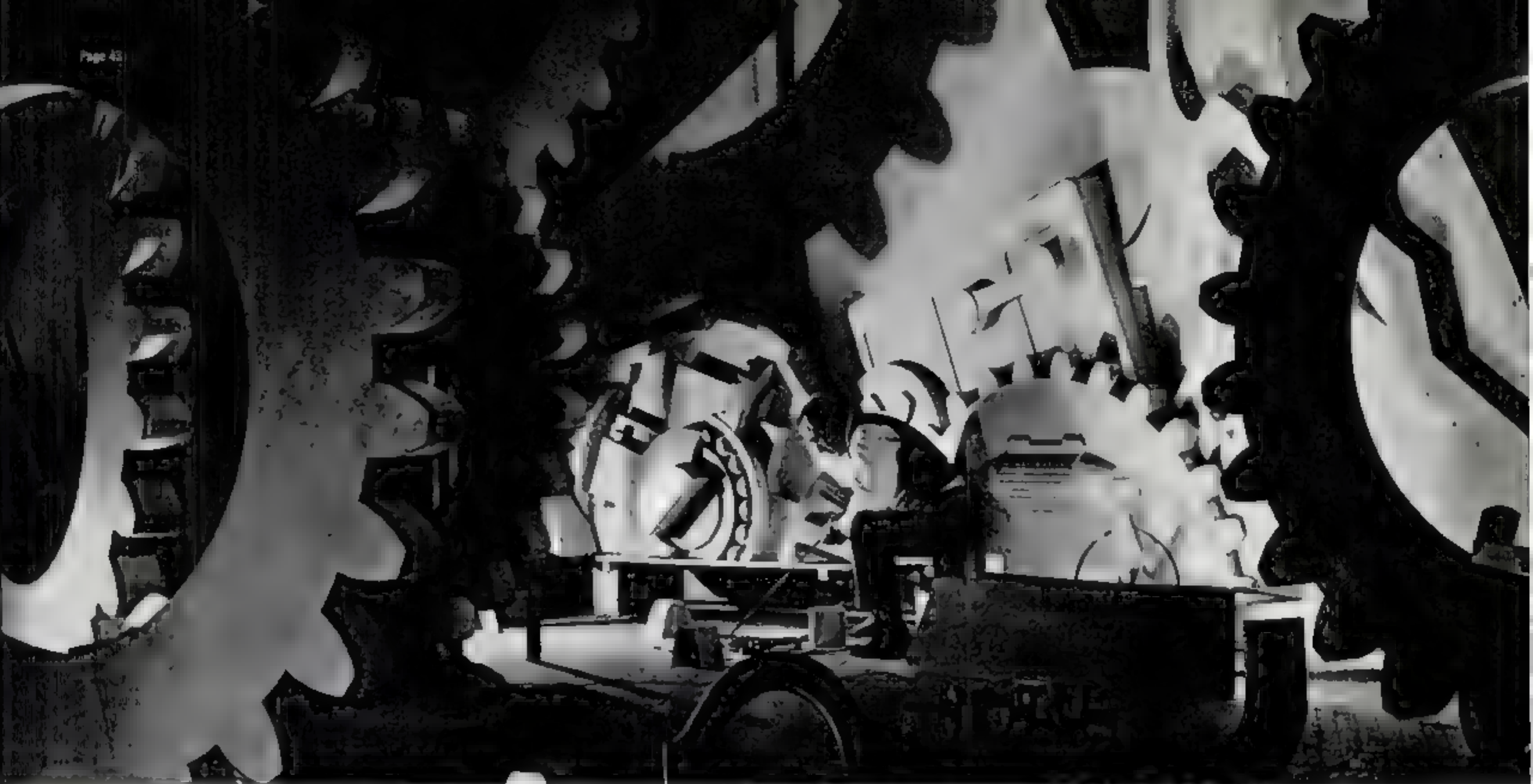
demonstrated. Above and to the left of the second gear (chemical energy to heat) is a cylinder's explosion chamber (in red) in which a thermometer measures heat. Just above this same gear is a carburetor which regulates the mixture of gas and oxygen. Above the third gear (heat to motion) is a piston and a motor's three-bladed fan. Above the fourth gear (motion to heat) are bearings which overcome the heat of friction. Above the fifth gear (motion to electricity) are a generator and battery. Above the sixth gear (electricity to heat) is a cylinder, topped by a spark plug.

Above the third gear an eye looks toward a cameralike metallurgic microscope. On the other side of the tubing are hand and measuring devices. Farther up the blue images of moving gears are projected on two ground-glass screens. Topping the whole mural are painted scenes of mass production at Ford's River Rouge plant. On the wall at left is an X-ray tube above the lattice-like structure of steel atoms. F·M·A means Force Equals Mass Times Acceleration.

The mural moves in a  $3\frac{1}{4}$ -min. cycle. At the start music is heard and gears, pistons, sprockets turn slowly. Lights shining behind them throw their moving shadows on the wall and ceiling. The gears pick up speed, the shadows whirl faster and faster until the walls dance madly with them. The animated mural begins to slow down, pauses for a few seconds. Then the gears begin slowly to turn again.







FULL-SIZED PARTS OF FORD MOBILE MURAL (SEE OPPOSITE PAGE) SURROUND HENRY BILLINGS WHO CREATED IT AT SUGGESTION OF WALTER YEAGUE, FORD'S DESIGNER

## Ford's raw materials

In addition to its mobile mural, Ford will have other animated art. Fanciful statues, many of which will move, will stand on the steps of a 30-ft. high turn-

table and symbolize the products and processes used in making a Ford automobile. These wooden figures range from 4 to 6 ft. high. Below—raw materials.



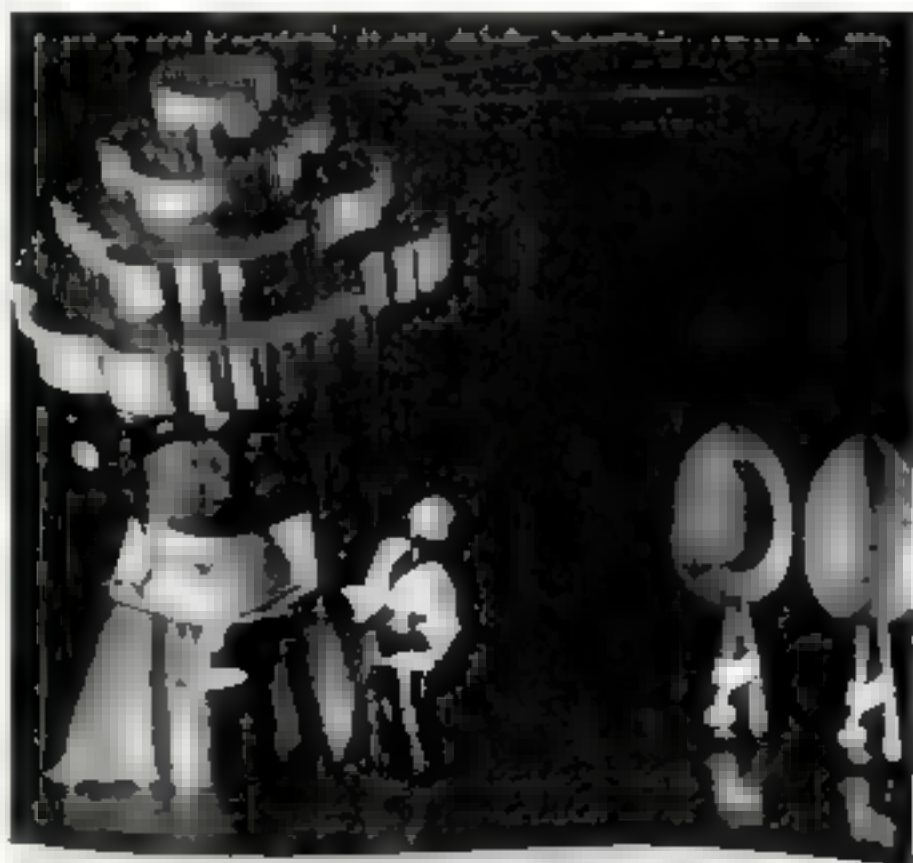
COTTON: SOUTHERN BARNIES PICK IT



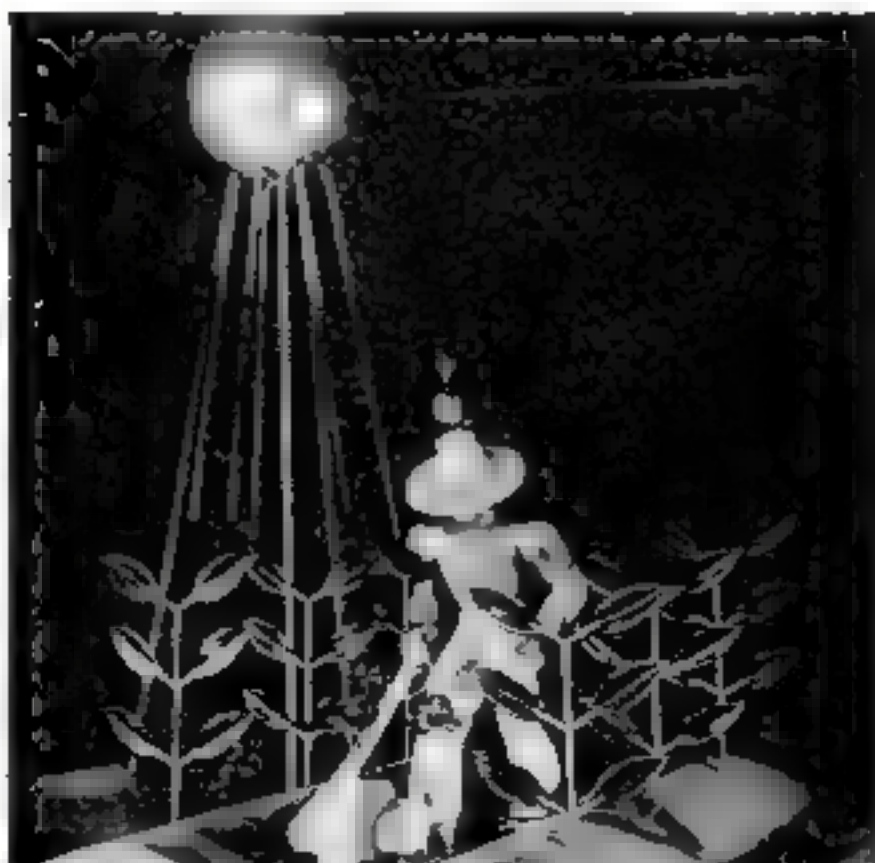
WOOL: A HERDER TENDS HIS SHEEP



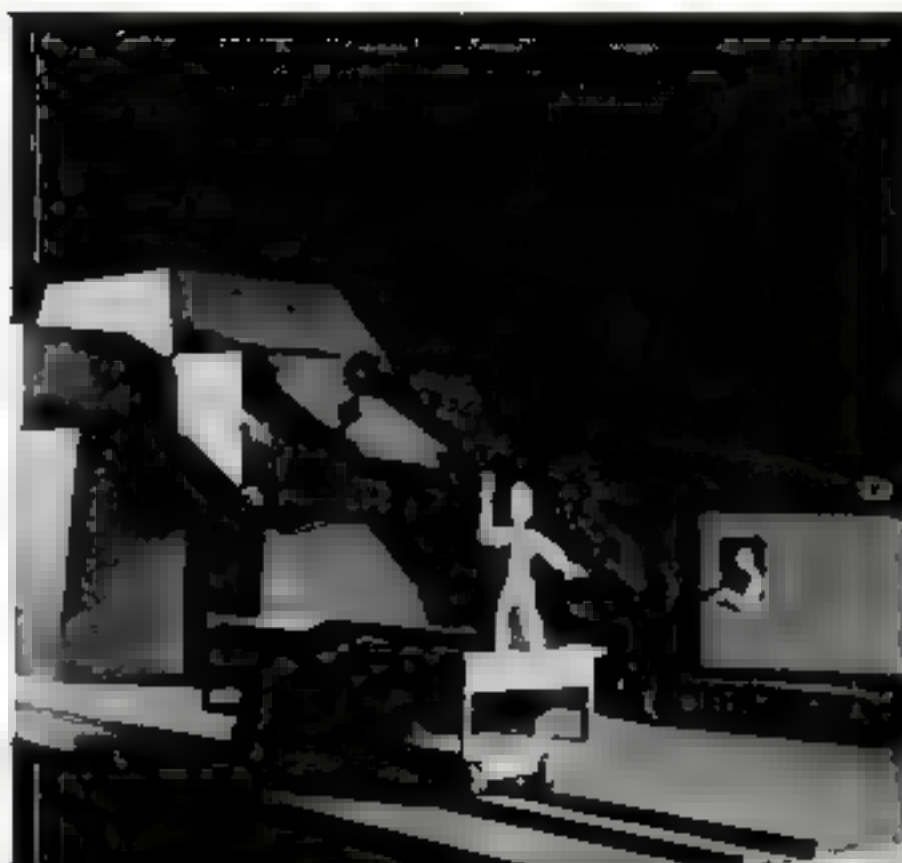
LEATHER: A COWBOY ROUNDS UP CATTLE



RUBBER: A MALAYAN TAPS A TREE



SOY BEANS: A FARMER TILLS THE EARTH

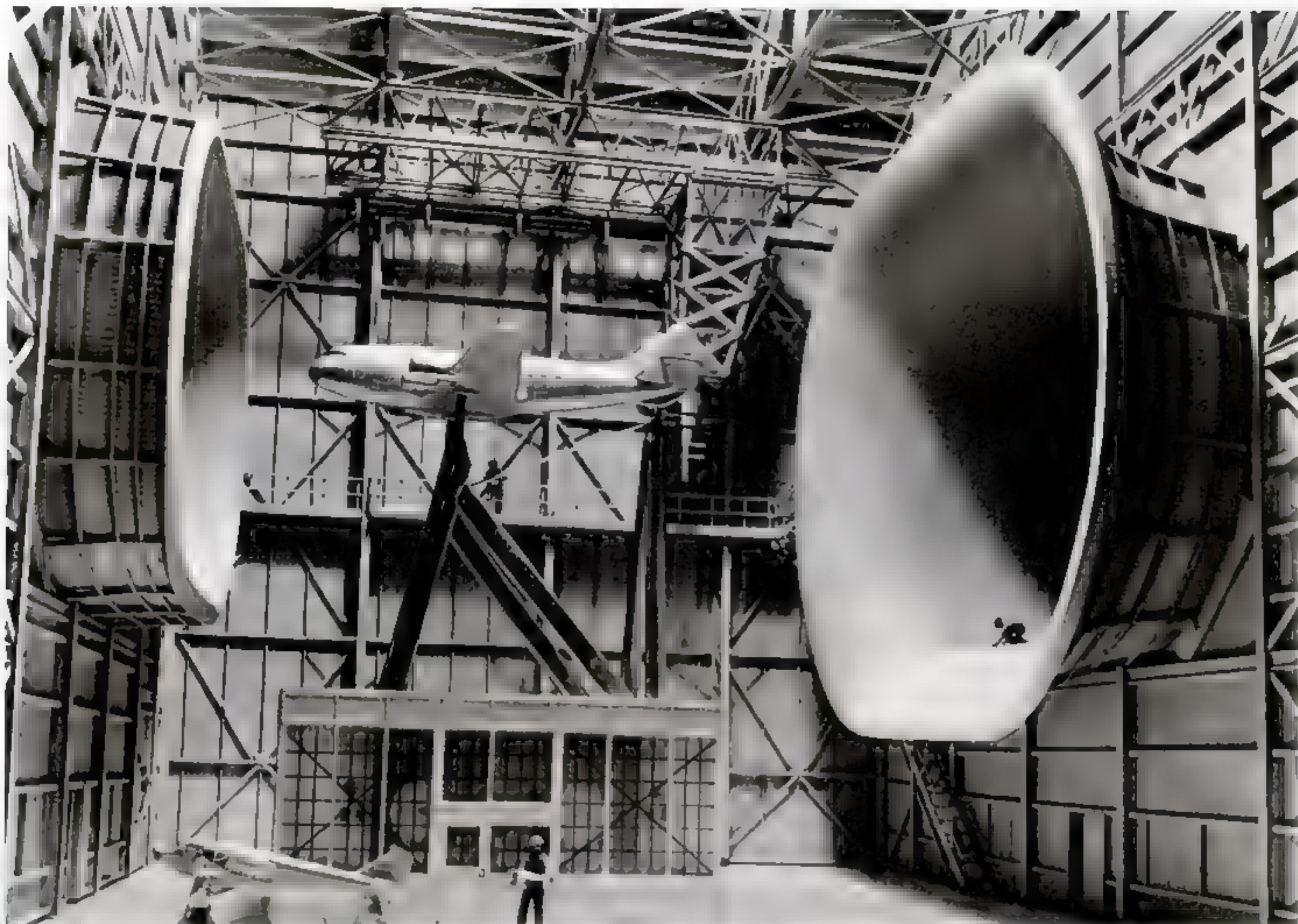


IRON: A POWER SCOOP DIGS OUT ORE

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# WORLD'S FAIR (continued)



Langley Field wind tunnel is part of the Federal exhibit. A DC-4 testing model hovers overhead. An old Ford tri-

motor stands on the floor. A workman kneels in the tunnel's mouth which, in reality, is 60 ft. across. But this

whole model is only 2 ft. high. In building section (background), there are as many rivets as in section at Langley



A complicated railroad system, largest railroad model ever built, will put on a 40-min. show in the Railroad Building.

It has 8,500 ft. of track, 500 pieces of rolling stock, will go through the activities of a big system i.e., a freight

train will pick up ore, carry it to a river, be broken up to cross in a ferry, re-form, finally dump ore in a steamer.





THIS BLAST FURNACE IN U. S. STEEL'S DIORAMA IS 5 FT. HIGH. ORE COMES IN FROM PILE AT LEFT, PIG IRON POURS OUT INTO LITTLE CARS IN CENTER



CONSOLIDATED EDISON'S BLOCK-LONG CONDENSATION OF NEW YORK CITY IS WORLD'S BIGGEST DIORAMA. LIGHTS GO ON AND OFF. SUBWAYS AND ELEVATORS RUN

## Industry puts on life-like exhibits which really work

In old-time fairs, spectators had to be content with looking at static machinery and taking for granted that it worked. A few exhibits, however, really operated—and many a Midwesterner now remembers the St. Louis fair of 1904 only because it had a model of a coal mine which actually worked.

Today fair visitors demand that exhibits move and look real. For that reason, scale models and dioramas will be found everywhere at the New York Fair. Many models will be worked by spectators who can push buttons to set machinery in motion. The diorama, a three-dimensional, perspective model done with great exactness, was little known in the U. S. outside museums before 1933. Imported from Europe to Chicago's Century of Progress, it is now the most important single exposition device. Largest diorama order for New York went to Diorama Corp., which did 300 including Langley Field, Consolidated Edison's New York, Niagara Falls. Young lady at far right is shooting the Falls to give an idea of its size.



This brave steeplejack is perched on Consolidated Edison's Empire State Building which, though complete with 102 stories, is only 32 ft. high. The whole diorama cost \$150,000.



CONTINUED ON NEXT PAGE



## WORLD'S FAIR (continued)

## THERE'LL BE FUN FOR OLD AND YOUNG—MAYBE

Near the end of February, the Fair's directors woke up to a horrid fact. With the opening only two months away, they had few first-class amusements signed up. The Fair, which up to now has never shown any deep interest in plain fun, has always insisted that its entertainment would be thoroughly moral. It declared that it would not tolerate shows "where bodies of young women were exploited." But the directors began to remember that in past fairs, relatively daring girl-acts (*see opposite page*) were more vital to financial success than the most dazzling conglomeration of mechanical and artistic wonders. Word came from San Francisco that Sally Rand's Nude Ranch was outdrawing all concessions two to one (*LIFE*, March 6). Thereupon directors formed

a \$1,000,000 corporation to promote amusements, booking agents were told Mr. Whalen had let his hair down and Sally Rand flew East to talk cold turkey.

There will be girls at the Fair—but how much of them or how many remains to be seen. Billy Rose will have an "aquacade." The Cuban Village will have voodoo dancers (*left*). There may be a risqué "Old New Orleans." The 280-acre amusement section will have chute-the-chutes, a 250-ft. parachute jump, a "Sun Valley" ski jump with artificial snow. For children, who will make 15,000,000 visits to the Fair, a spritely "Children's World" has been built. It will offer a train trip around the world, elephant and pony rides, circus, chariot races and, most important, rest areas where cranky kids can calm their excitement.



CURA SENDS DANCERS, FLORIDA SENDS BEAUTIES (BELOW)



Good clean fun will be waiting for youngsters in the Children's World, which will be full of new-fangled slides and

swings. This slide, being given tests in the Loudon factory, is shaped like an elephant. Children slide down his trunk.





ROSITA STARTS HER DANCE WITH DRESS AND DOVES



SHE DISCARDS THE DRESS BUT KEEPS THE DOVES



**Rosita Royce the Dove Dancer** is one item that will make the Fair an unforgettable occasion. Not yet formally hired, Rosita will very likely be signed up soon. If not, Fair visitors will see her on Broadway. A former bubble dancer who grew weary of imitators, Rosita decided to invent a dance

which would be hard to copy. She spent a year training her seven white pigeons. Their part is simple. They perch on Rosita's head and arms, flutter prettily as she cavorts about in a state of undress. A Kansas City girl, Rosita was a great success at the Chicago and San Diego Fairs.



LITTLE EGYPT & CAN-CAN GIRLS (BELOW) WERE WOWS



FRISCO NEVER FORGOT ITS GREAT STELLA (BELOW)



SALLY HAWK'S FANS MADE CHICAGO MEMORABLE (BELOW)





## WORLD'S FAIR

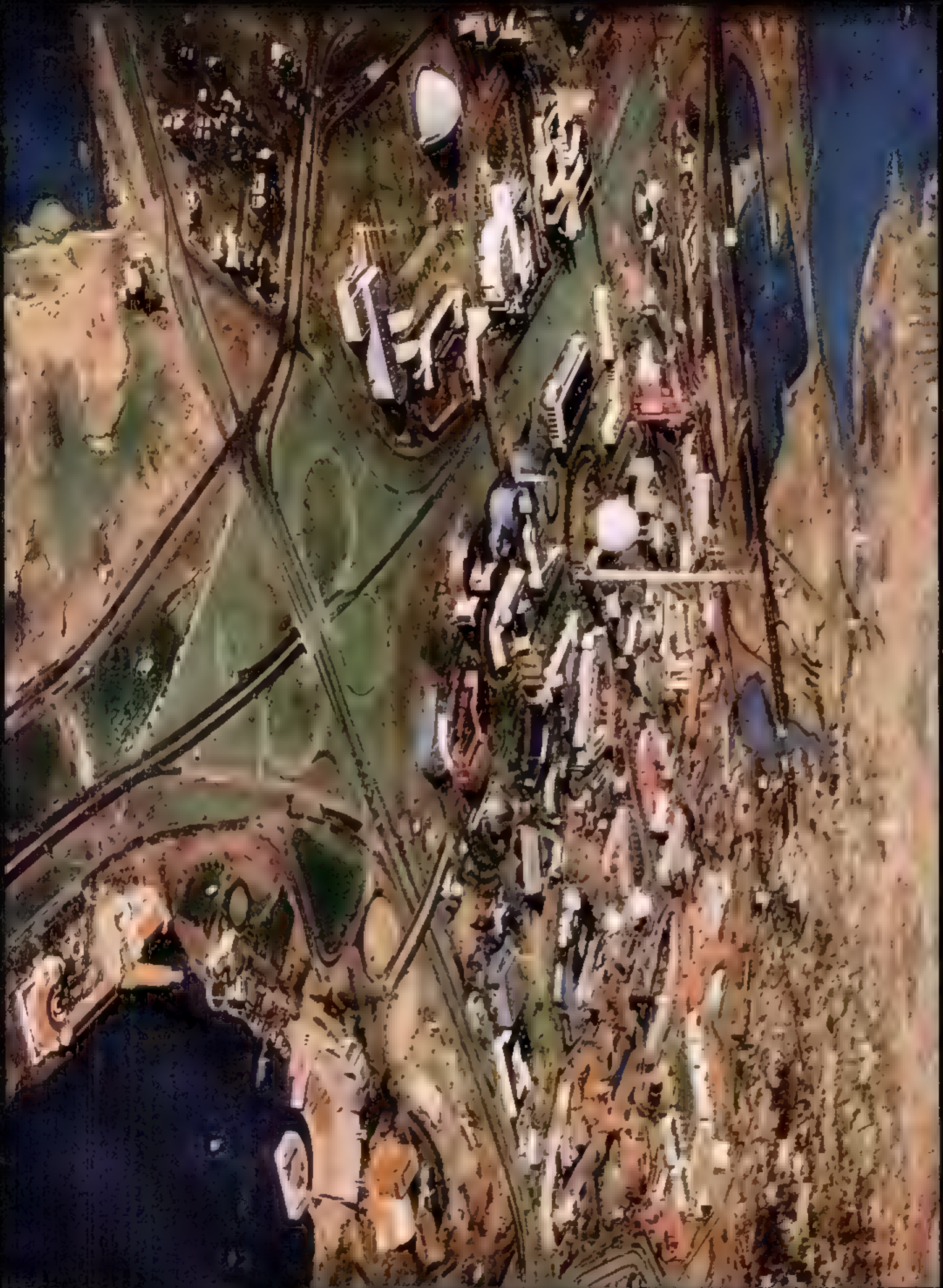
This photograph is a duplicate of the color photograph on the opposite page. Here is a suggestion of the myriad things Fair exhibitors will show in the buildings which stand out in white. General Motors: cross-country "air trip." Ford: mobile mural. Chrysler: rocket ship. Aviation: real airplanes. Marine: working model of England's Southampton Docks. Communications: history & mechanical map. R.C.A.: television. A.T. & T.: "voder" mechanical voice. New York City: the city's work. Goos: 50-ft. high flaming torch. Electric: electrified farm. Westinghouse: world in 6939. General Electric: artificial lightning. Consolidated Edison: New York City diorama. U. S. Steel:

model steel mill. Elgin Watch: observatory with telescope. Du Pont: chemical wonders. Petroleum: real oil well (artificially fed). Glass: glass furnace. Borden: cows & bulls. Sports: Babe Ruth & Jack Dempsey. Eastman: color photographic show. Lagoon of Nations: fireworks. Great Britain: genealogy of George Washington traced to King John. Italy: 200-ft. waterfall. Federal Building: animated U. S. history. U.S.S.R.: 79-ft. stainless steel statue. Children's World: everything for kiddies. Music hall: plays & concerts. Amphitheater: Billy Rose's Aquacade. Terrace Club: meals for tycoons (membership costs \$5,000). Florida: bathing beauties. Fountains Lake: fireworks.





TURN THESE PAGES SIDEWAYS FOR AN AIRVIEW IN COLOR OF THE FAIR AND BELOW AN INFORMATIVE GUIDE TO THE SAME SCENE







**WHERE ARE THE BUMPS?** New rear shock absorbers (10 1/2" longer) . . . mounted a different way . . . iron out winter-rutted roads to glass-like smoothness. Sand-mortex soundproofing stops usual noises.



**BE FISHING FIRST!** New Nash is a "cabin-on-wheels". In back, a big convertible double bed is ready in five minutes for out-of-door life.

# THE *Hounds of Spring* ARE AT YOUR HEELS

SOME DAY THIS WEEK when there's a challenge in the earth and the sky — give the best girl a ring, and come down and borrow a new Nash.

Here's a car that knows what it's all about . . . why colts kick their heels in the spring . . . why little boys run away from home . . . why trout rods are being revarnished.

Here's a car that has the instinct of a homing pigeon for those beautiful hidden roads that need a Nash to navigate.

Just look at it—begging to be let loose! But be careful. For there's a new kind of power packed beneath that bonnet . . . and it's terrific!

There's a gear-shift on your wheel\* that's faster than any you've ever known . . . and a Fourth Speed Forward\* that's fleet and soft as the wind you're racing.

With all this wide vision, you might be in the cock-pit of a glider. And there's the same feeling . . . of being

divorced from the road. No wailing of wind or rumble from below break the spell of this glorious day.

Such moments can last forever! For even if spring is a fleeting thing, *from this day on*, you'll know no more cold, chilly drafts, or dust—thanks to the automatic Nash "Weather Eye"\*. It's always spring in a Nash!

Yes, a Nash is as catching as measles, and twice as hard to quarantine.

The driver's seat of a Nash is very easy to get into, but, somehow awfully hard to get out of!

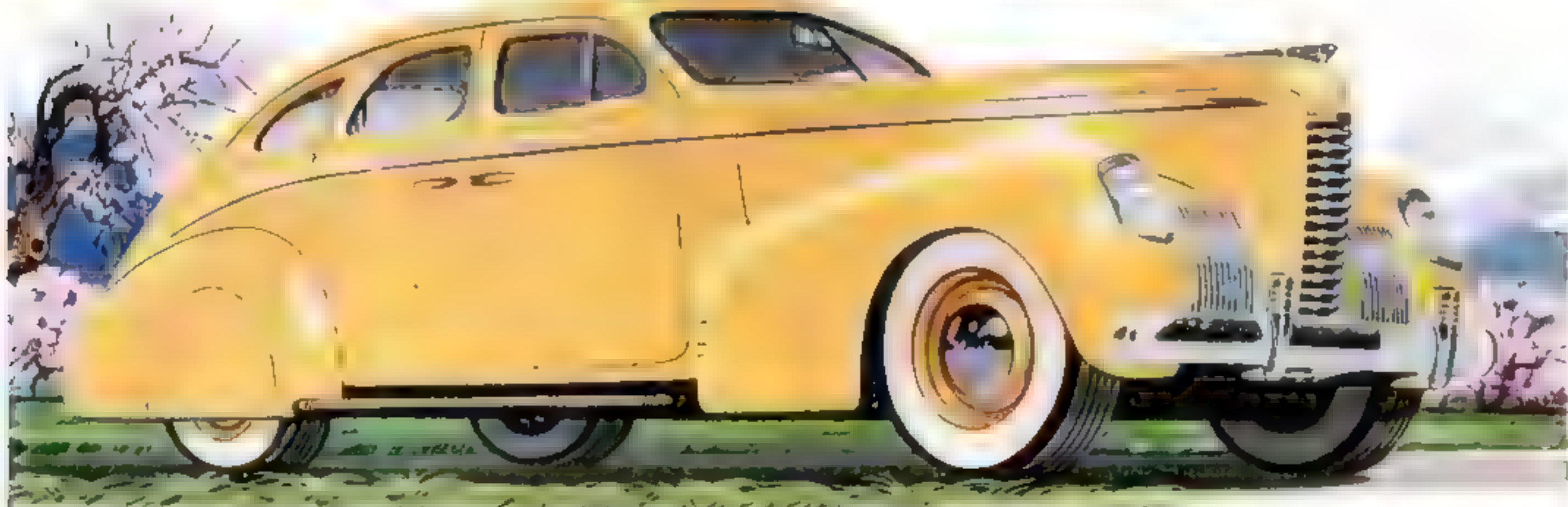
But, that's all right, because—

Ten models are priced right next to the lowest . . . and the facts about Nash value are amazing! Wait 'til you see the X-Ray System at your Nash dealer's.

Four Series of Great Cars, 22 Models . . . 10 Priced next to the lowest . . . Delivered at Factory, as low as \$770. Standard Equipment and Federal Taxes Included.

(\*Optional Equipment—Slight Extra Charge)

**770**



The 4-Door Sedan, 117" wheelbase, is \$840 delivered at factory, with standard equipment and federal taxes included. (White sidewall tires and rear wheel-shields optional at extra cost.) 1800 dealers from Maine to California to serve you. NASH MOTORS DIVISION, Nash Kelvinator Corporation, Detroit, Michigan.



LEAVE THE OTHERS behind — new Nash "pick-up" of 15 to 30 MPH, in 13 seconds high gear. New economy 10% better than last year.

*It's That New* **NASH**  
THE CAR EVERYBODY LIKES



## THEATER



"EMPEROR OF JAPAN" AND "HIS DAUGHTER-IN-LAW ELECT" SWING "LET THE PUNISHMENT FIT THE CRIME"



Grand finale finds the Negro cast singing a storm of "swingcopated" rhythm as if the 54-year-old music had been originally so written for them. Mostly newcomers to

opera, they were coached by Harry Minton, Illinois Federal Theatre director, who conceived this beautifully independent production that has netted the U.S. a \$35,000 profit.

# MIKADO IN SWING

A classic gets its pace lifted

To most Gilbert & Sullivan fans, England's D'Oyly Carte Opera Company, now in the U. S., is tops. But a highbrow critic like Otis Ferguson of *The New Republic* found D'Oyly Carte singing "stylized and cultish." He was willing to bet, sight unseen, that the WPA's Negro version of *The Mikado* in swing, for five months Chicago's No. 1 hit, was "nearer to Gilbert & Sullivan than anything in our generation."

Critic Ferguson needs no longer judge the "Swingcopated Mikado" sight unseen for it has moved to New York, which is this year enjoying the biggest Gilbert & Sullivan boom in U. S. history. What he will see there is a *Mikado* laid not in Japan but on a Pacific isle, an emperor in top hat and pheasant feathers, a Lord High Executioner with loincloth and razor and a chorus of jitterbugs. What he will hear is 100 full-throated Negroes, sweeping the cobwebs of tradition off the Sullivan score to lift it into a triumph of rhythm, excitement and vocal joy.



"Funniest jitterbug on two legs" is the title given William Carr of the quartet that swings "The flowers that bloom in the spring." His numbers stop the show for many encores.

CONTINUED ON PAGE 31



# "CHEVROLET'S THE CHOICE"



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ONLY CHEVROLET  
GIVES SO MUCH FOR  
SO LITTLE

EXCLUSIVE VACUUM GEARSHIFT  
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Shockproof Mounting (Available on  
Master De Luxe models only) • TIFTOE  
MATIC CLUTCH

Be able to see all around you as you drive, and be safer as a result of better vision, in Chevrolet for 1939! New "Observation Car" Visibility—resulting from the narrowed windshield pillars and many more square inches of glass in this beautiful new Chevrolet—is but one of many safety features found only in this one low-priced car. For quality . . . for value . . . for all good things in motoring at the lowest cost . . . "Chevrolet's the Choice!"

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THE MASTER DE LUXE  
SPORT SEDAN





# MIKADO IN SWING (continued)



"Three little maids from school are we," warble these demure actresses in pseudo-Tabitian garb. They start off quietly enough, but by the time they reach "Three little maids who, all unwary, come from a ladies' seminary," they are swinging it.



"The flowers that bloom in the spring, tra la," winds up with a smashing chorus. The tempo is gradually stepped up with tom-tom beats, until jungle youths in loin-cloths and beflowered maids are shagging and trucking with complete abandon.



"Mind what your Webster  
has to say about a  
**WALKER!**"



JOHNNIE WALKER at  
The Palace of Hollywood House,  
Edinburgh

BORN 1820...  
still going strong

RED LABEL  
8 years old  
85.8 proof

A WALKER, says Webster, is one who goes at a moderate pace. Ay! And take your sensible drinker. He calls for a JOHNNIE WALKER and Soda—and sips it, the better to enjoy it! For there's no finer whisky than Scotch, and JOHNNIE WALKER is Scotch at its superb, mellow best. One drop o' its beautiful Scottish flavour, and ye'll agree... among the wur-rld's great Scotches, JOHNNIE WALKER sets the pace!



BLACK LABEL  
12 years old  
80.8 proof



IT'S SENSIBLE TO STICK WITH

**JOHNNIE WALKER**  
BLENDED SCOTCH WHISKY

Canada Dry Ginger Ale, Inc., New York, N. Y.

Importers of JOHNNIE WALKER Red Label and Black Label Blended Scotch Whiskies

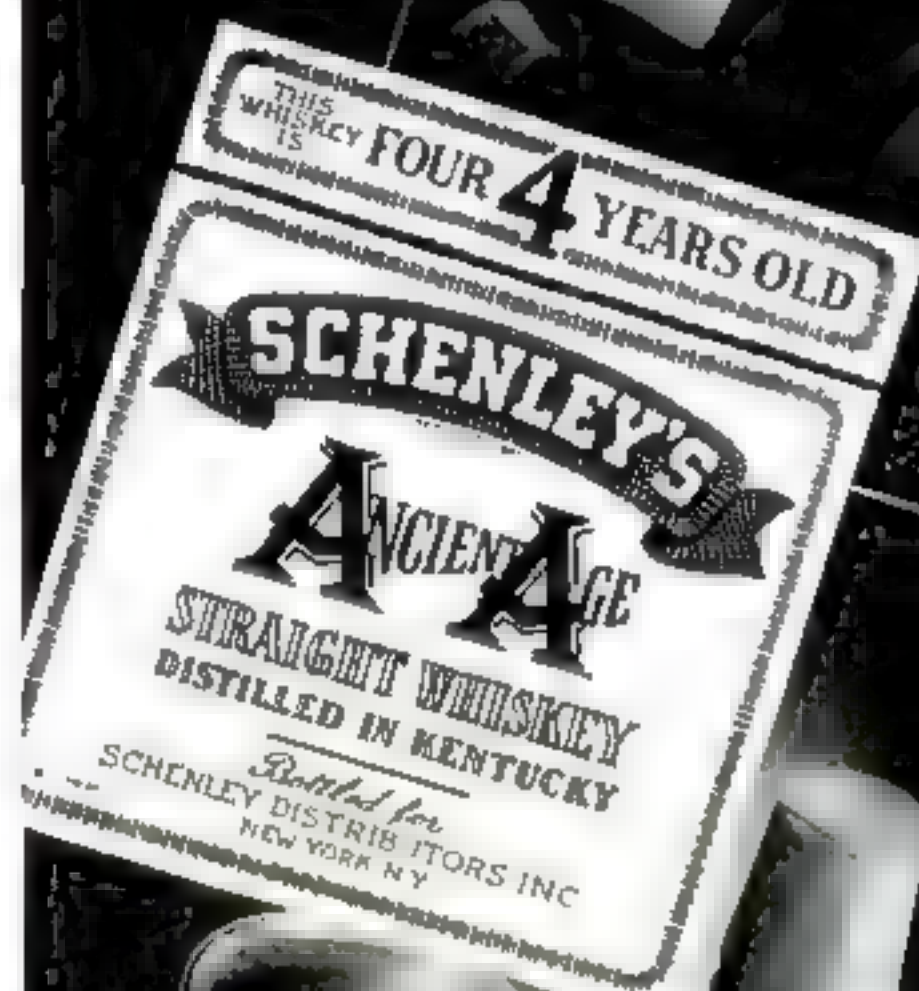


## What you *don't* know may prove costly!

We believe you will be amazed and delighted to know that this all around whiskey is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, yet costs 50c a fifth less.\* Compare first, then choose!

\*The price of Ancient Age is 50 cents a bottle less than the average cost of 6 nationally advertised 4-year-old bonded brands. Copyright, 1939, Schenley Distillers Corp., N.Y.C.

STRAIGHT WHISKY  
AVAILABLE IN  
BOURBON OR RYE



The  
All Around  
Whiskey

## ENCASED IN GLASS OR ENCASING LEGS THE SARONG FINDS PLACE IN THE WEST



AN ENGLISH COMPOSER ADOPTS COOL SARONG FOR WEAR IN HOT AUSTRALIA

To the Los Angeles Museum of History, Science and Art on Feb. 10 Dorothy Lamour formally presented (below) the sarong she wore in *Her Jungle Love*. Her sarong was in the Tahitian mode—a single garment wound tightly around the body beneath the armpits. The Balinese skirt style is shown above, sported by Sir Granville Bantock, musical scholar of London. Properly Sir Granville should have a slendang—or scarf—around his uppers instead of the Manchester cotton undershirt he exhibits here.



AN AMERICAN ACTRESS DONATES HER SARONG TO A CALIFORNIA MUSEUM



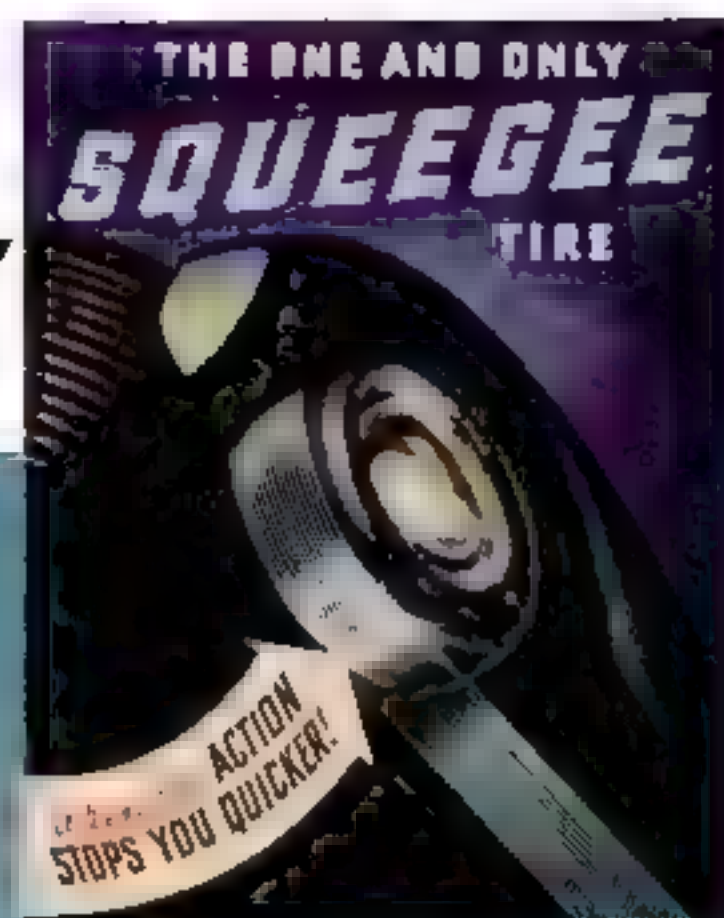
# THE TIRE THAT HAS BUILT A NEW NATIONAL CONFIDENCE

*Sweeping across the country* is a wave of new found confidence—that grows bigger every day as more thousands ride on Squeegie-Generals.

For the first time, *tires* are part and parcel of the car and of *you*. The way they hold you to the road with sure-footed grip; the way they “bank” curves, without whine or screech; the way they level off rough places and take blows you used to brace yourself for; the smooth, almost effortless *action* when danger or the law says, “stop”; your confident lack of fear of blowouts... these give you a priceless *sense of security* that goes far beyond anything you’ve ever experienced from a tire.

Prices are at their lowest levels. Let your General Tire dealer show you how easy it is to change-over your new car—or to put Squeegie-Generals on your present car.

THE GENERAL TIRE & RUBBER CO. AKRON, O.  
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*For*  
**LONG MILEAGE**  
**QUICK-STOPPING SAFETY**  
**EXTRA STRENGTH**  
**BLOWOUT RESISTANCE**  
**EASY RIDING COMFORT**  
**GREATER ECONOMY**  
**SMART, MODERN STYLE**  
**TOP-QUALITY IN EVERY OUNCE**

*You're miles ahead*  
**with GENERAL**



**STOPS ON A DIME.** Too often it's but a matter of a few feet that makes the difference between a *safe* stop and a tragic accident. General gives you an extra margin of safety with its patented *wrinkle-action* that can't be duplicated.



**LONGER MILEAGE.** Road friction wears out treads. Tests show, the more spots and broken up designs, the faster the wear. When running free, General's flexible ribs are *straight*. That means smooth, silent rolling; slow, uniform tread wear, *long mileage!*



**BLOWOUT RESISTANCE.** Tire engineers test tires for bursting by inflating them with air until they give way. Generals have a bursting resistance of *many times* normal air pressure! For your fast-stepping modern car you need this extra strength.





IN RAINBOW MIXTURES

DOBBS

*Field & Stream*

... A HAT FOR TRUE SPORTSMEN



SEE YOUR DOBBS DEALER FOR DETAILS ON ANGLES' BADGE OF HONOR

CAMERA RENT COURTESY OF ABERCROMBIE AND FITCH

Hours upon hours of patient handwork are devoted to producing a smart felt hat with the soft velvety texture of Dobbs Field & Stream! No machine method could ever duplicate the feeling of richness you experience as you circle your hand over this superb hat. And nothing but skillful fur-blending by experts could produce the radiant Rainbow Mixtures—exclusive with Dobbs Field & Stream hats... Again Dobbs sets the style! **\$7<sup>50</sup>**

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## MOVIE OF THE WEEK:

*Prison Without Bars*

## Life in French girls' reformatory makes a grim film



IN HER FIRST FILM ROLE CORINNE LUCHAIRE PLAYS A REFORMATORY GIRL

Public scandal broke in April 1937 over the maltreatment of a 19-year-old youth in a French reformatory. The boy, sentenced for a peccadillo, had been put for five months on a bread-and-water diet in a solitary cell without light, heat, ventilation or bed. He contracted tuberculosis and died.

Frenchmen then awoke to the fact that many of their reformatories for boys and girls alike were schools for crime, where incorrigibles and orphans were indiscriminately mixed, where they were worked in sweatshops, broken under barbarous discipline, starved, bullied and beaten. When they emerged at 21, they were often physically and morally corrupt.

Out of this clamor came, a year later, a French film called *Prison Without Bars*. Its heroine was the young idealistic superintendent of a girls' reformatory who attempts to break down the brutality with which her wards are treated, to set up instead a system of trust, respect and healthy outdoor work. She succeeds, but only at the cost of losing the reformatory doctor, whom she loves, to her model prisoner. Besides its startling sociological theme, the movie was further notable for a fresh young screen personality named Corinne Luchaire.

*Prison Without Bars* has now been remade in London by Alexander Korda and released in the U. S. by United Artists. Though somewhat pruned and purified, it remains in English a grimly authentic study of life in a girls' reformatory, brightened by the same attractive Corinne Luchaire who made it notable in France.



VICTIMS OF FRENCH REFORMATORY BRUTALITY, THESE MARCHING GIRLS IN "PRISON WITHOUT BARS" RECALL VAN GOGH'S PAINTING "THE PRISONERS' MORNING WALK"

CONTINUED ON NEXT PAGE



# Movie of the Week (continued)



Joyless exercise for girl prisoners is tramping the "ball-rim" in wooden shoes. Cruel warden in middle counts time.



In shower baths the girls concoct schemes of revenge on the officials. Beggars are the two girls right of center.



In bleak dormitories the girls line up as they must be before going to sleep. Note the prison bloomers on girl at right.



Cheerless meals are eaten by the uniformed girls under the vaults of the mess hall. Complaints bring punishment.



INCORRIGIBLE REBEL AT THE REFORMATORY IS SUZANNE (CORINNE LUCHAIRE). SHE IS BROUGHT BACK BY GENDARMES AFTER SHE ATTEMPTS AN ESCAPE.



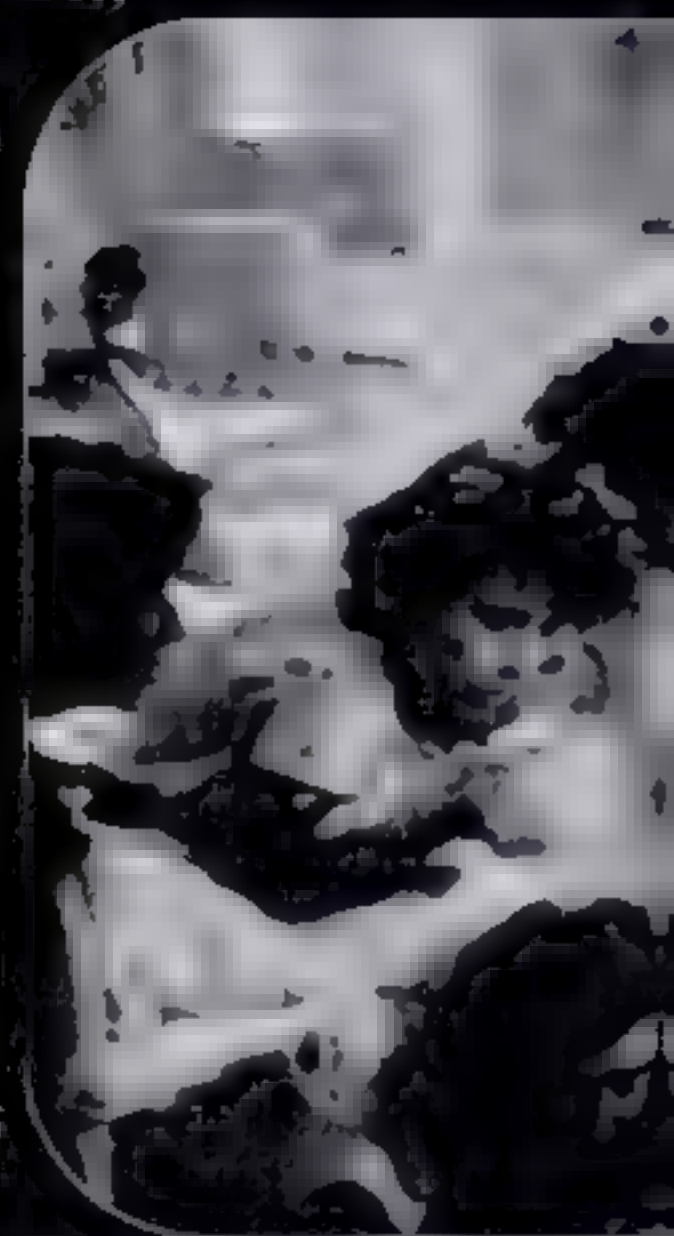
FOR BEATING SUZANNE THE DUXON OFFICIAL IN CENTER IS DISMISSED BY THE NEW SUPERINTENDENT (EDNA BEST, LEFT). SUZANNE BECOMES A MODEL PRISONER.



HAVOC IS FOUND BY THE REFORMATORY STAFF WHEN THEY COME RUSHING DOWN TO THE GIRLS' DORMITORY UPON HEARING TUMULT IN THE DEAD OF NIGHT.



A FIGHT STARTS AMONG THE GIRLS IN THE COURTYARD. SUZANNE (CENTER, HANDS CLAPPED), IS THE RINGLEADER.



ALCOHOL, OBTAINED FROM SUZANNE, IS A THREAT OF REVEALING ROMANCE.



A RINGLEADER, IN A DELIRIUM OF ALCOHOL, IS CARRIED AWAY FROM SCENE OF MURDER.





WHILE LEADING BOAL IN THE  
ON HIS) ATTEMPTS TO STOP IT



IN THE FREE-FOR-ALL THAT FOLLOWS, PEACE-MAKING SUZANNE IS HURLED TO  
THE GROUND, PRISON OFFICIALS NOW COME RUNNING FROM THE BUILDING



IN PRISON INFIRMARY UNDER THE  
WITH DOCTOR, IS DRUNK BY GIRLS



THE DRUNKEN GIRL PRISONERS GO ON A RAMPAGE OF DESTRUCTION, THROW  
PILLOWS AND CHAIRS, SMASH WINDOWS, AND SEND IN A FALSE FIRE ALARM



COHOL DESTRUCTION, IS SEIZED AND  
NIGHT RIOT IN THE REFORMATORY

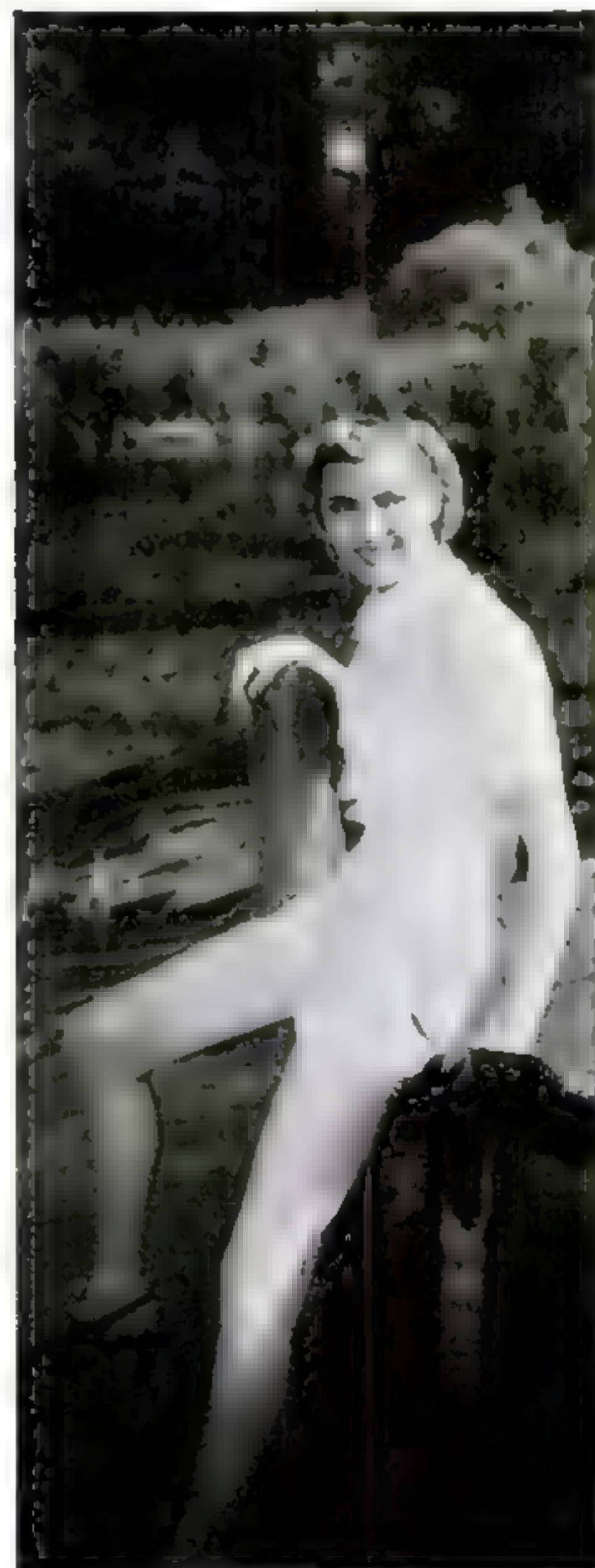


SUZANNE WATCHES HORROR-STRIKEN, BUT WHEN THE TRUTH COMES OUT,  
THE NEW DIRECTOR SIGNS HER PARDON, SENDS HER OFF WITH THE DOCTOR

## CORINNE LUCHAIRE AT 18 IS A FRENCH AND ENGLISH STAR

The appearance of a new screen personality is generally accompanied by Cinderella yarns for the press. But Corinne Luchaire, who makes her first U.S. film appearance in *Prison Without Bars*, scorns Cinderella yarns. She looks upon her early success as entirely natural.

Corinne is 18. She traces her ancestry back to 16th Century French Huguenots. Her family are all artists. Her grandfather is a playwright, her mother a painter, her father a Parisian journalist. At 16 she made her theatrical debut in one of her grandfather's plays. At 17 she made her cinema debut in the French version of *Prison Without Bars*. At 18, Alexander Korda brought her to London to play the same part in English. Having learned English in school, she had, unlike other French stars, no language troubles. Also unlike other French movie stars, she prefers dividing her time between London and Paris, has not yet been induced to try Hollywood.



A new screen personality is this slim, blonde Parisian girl with the childlike manner. She here wades in a stream.



# ELLIS ISLAND

As seen by a German artist



G. BRI

The famous German cartoonist, Gerhard Brinkmann, known as G. Bri, came to the U.S. last year for a little visit. As a nonquota alien entering the U.S. temporarily, he was required by officials to put up a \$500 bond to guarantee that he would not become a public charge. But few Germans can get permission from their Government to take \$500 in marks out of Germany. Hence, Gerhard Brinkmann had to find an American friend to put up the \$500 for him.

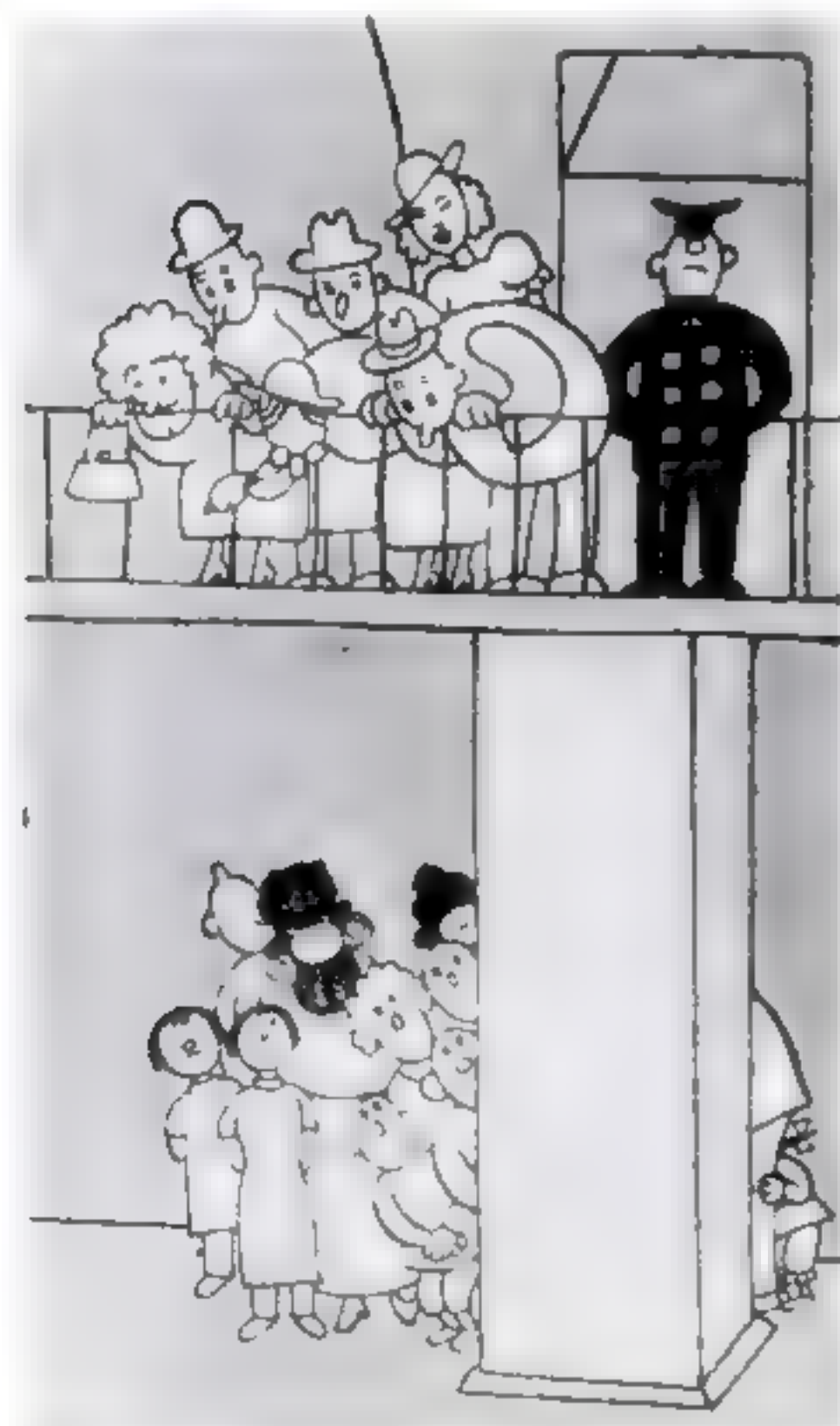
Something went wrong at the pier, and Brinkmann's friend failed to meet him. Brinkmann was taken to Ellis Island, the immigration station in New York harbor, for three days.

The experience so impressed Gerhard Brinkmann that he drew pictures of Ellis Island, reproduced on these pages with translations of his captions, for his paper, the *Cologne Illustrated Weekly*. "In Ellis Island," wrote Brinkmann, "we were in the position of having tried to smuggle ourselves into the U.S., even though our passports were in order. Ellis Island is a great waiting room. Here dollars mean freedom."



"At church service Sunday morning, Negroes, Chinese and Jews stand and sing in rows, while the children fight

(background), and through the windows (left) some had already watched the skyscraper skyline for half a year."



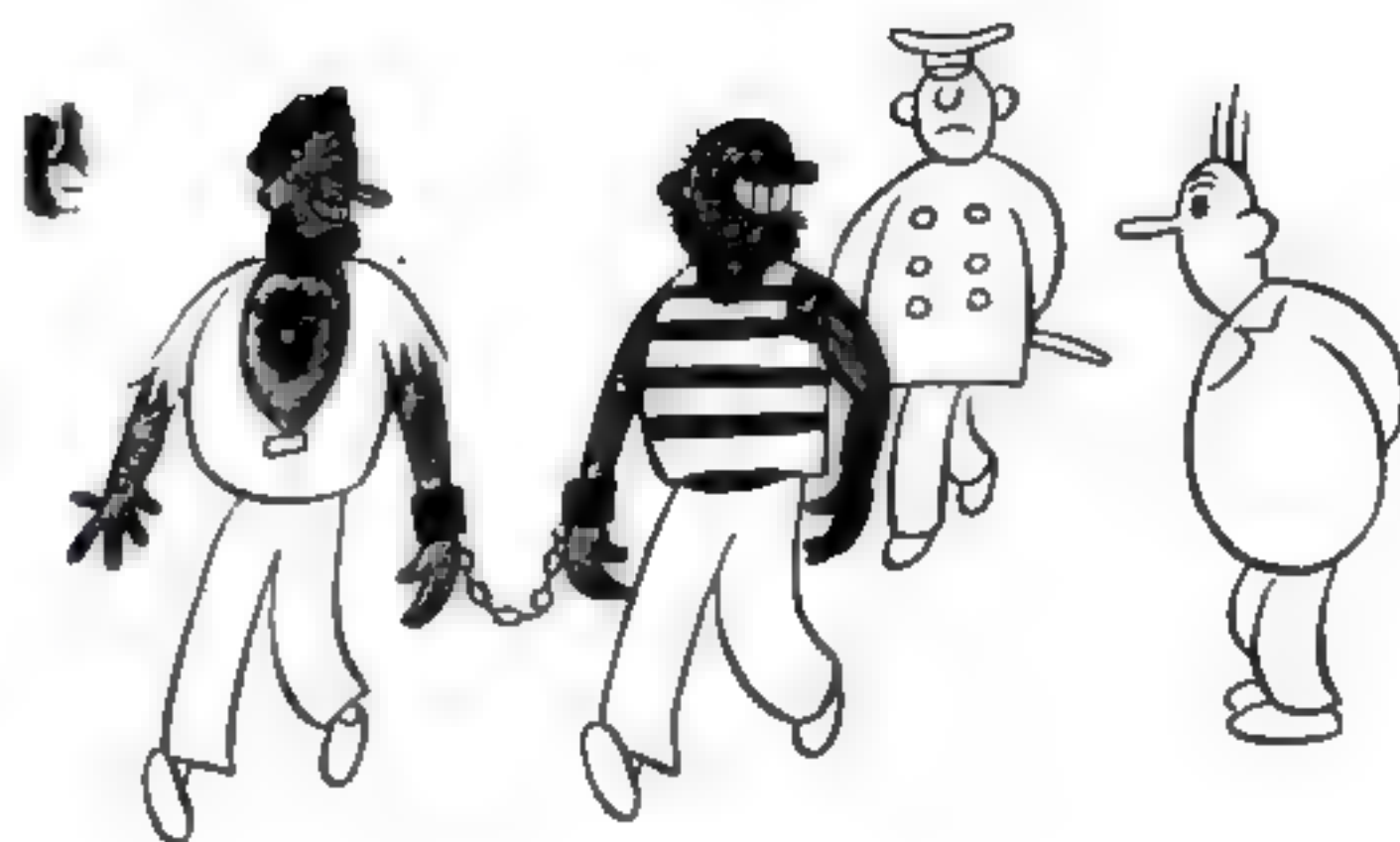
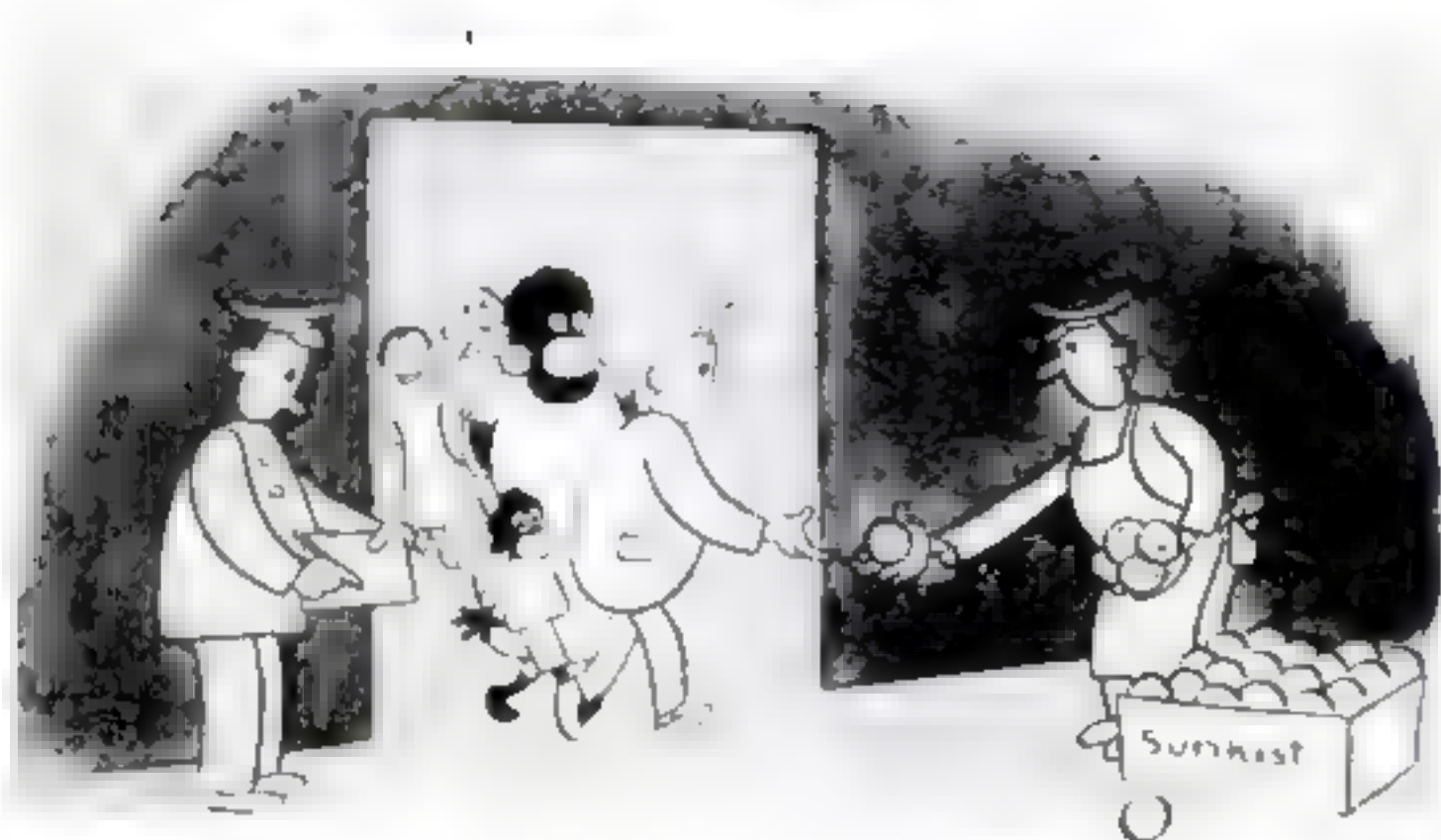
"Free Americans sometimes came to pity us from above or to laugh at us. We immigrants were indifferent to them."



"The hour of judgment. I was examined after three days. 'Caricaturist?' asked the official. 'You will certainly find

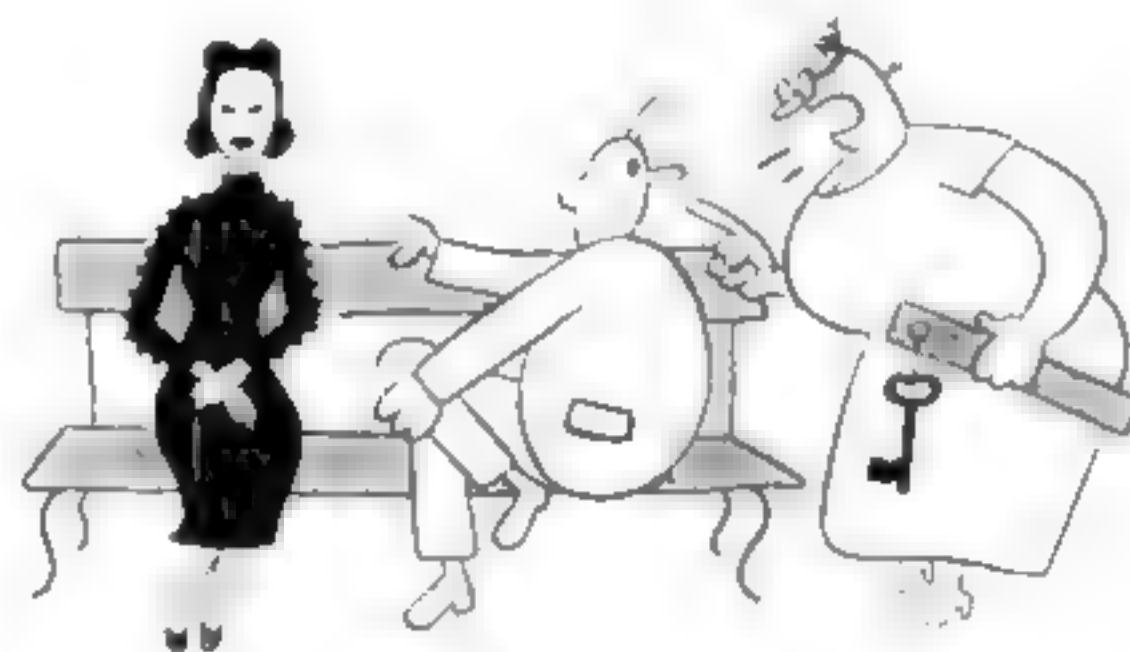
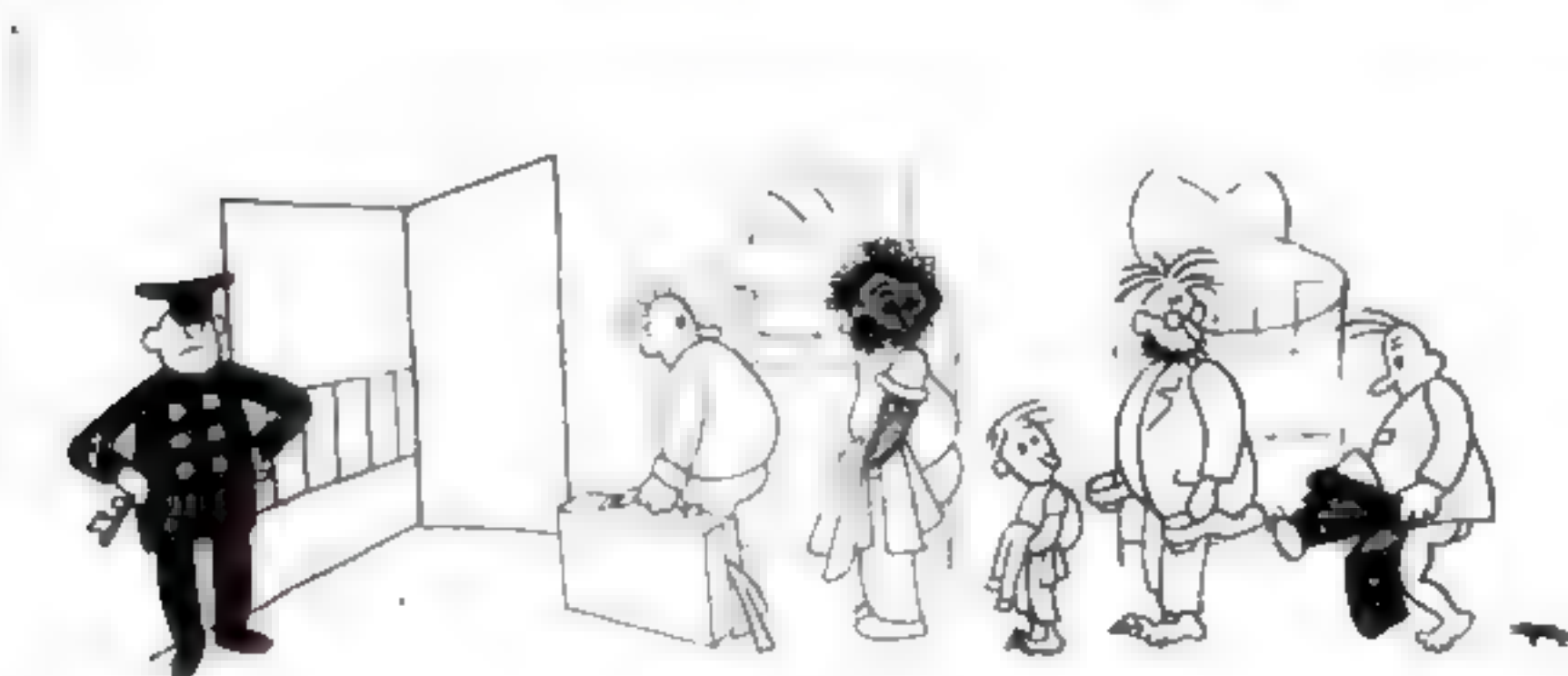
material on Ellis Island.' I was eventually freed, because my American friend had put up the necessary \$500."





**"Dinnertime.** We entered the long entrance to the dining room in single file. At the left stood a guard who counted us; at right another who pushed an orange on each of us."

**"Two dark-skinned runaways** were caught at the very foot of the Statue of Liberty, chained together and brought back to Ellis Island. 'It's a long way to the U.S.A.,' they laughed."



**"At 6 a.m.** a guard waked each one of us personally by shrieking in our ears and pinching our arms. We

had to wash, shave and dress in less than ten minutes. That was the law of the man with the key."

**"Mixed conversation** was considered a danger to morals. The woman guard warned me that if I did it again, I would get solitary confinement."



**"Bedtime** at 7:30 p.m., about one hundred to a bedroom. At 10 the guard put out the lights and then we were visited by our little fellow residents (lower left) who like the dark."

**"Auf nimmerwiederscha'** (Let us never meet again), I say heartily to those unlucky ones who must stay behind, and then the ferryboat carries me across to Manhattan Island."







# BONNETS AND SAILORS LEAD PARADE OF SANER SPRING HATS



1939 CASTS ITS SHADOW

If the north winds blow, if sleet or snow whirls over the city streets of the U. S. on the morning of March 13, there will be moaning and groaning among the multitudes who are involved in the big business of making and selling women's hats. On that day the industry launches its National Spring Millinery Week. On that day store windows across the land will be filled with pretty new hats. Every device known to salesmanship in the hat business will be used to urge women to buy a new spring bonnet. If Monday, Tuesday and Wednesday arrive with a breath of spring, the millinery industry anticipates one of the most successful promotions in its history. But if the weather is bad, the spring-hat business will lose a fine send-off.

Greatest reason for the industry's optimistic outlook is the fact that millinery reached the peak of the silly period last summer with the doll hats and pee-wees. The reaction has now begun. Even Lilly Daché, New York milliner famed for her bizarre creations, announced fortnight ago on her return from Paris that the new hats are sane and normal.

On these pages are basic silhouettes for the new 1939 hats. Bonnets, like the hand-woven straw on the opposite page, usually worn far back on the head, and sailors with brims of varying sizes lead the spring hat parade. Crowns, however, tell the real spring-hat story. Practically all look like inverted flowerpots. Sketches at right are from hat advertisements in New York newspapers.



QUILL AND FORWARD TILTED CROWN ON A WHITE HAT



FELT CASUAL GOES HIGH-STYLE WITH PEAKED CROWN



FLOWERED AND VEILED, YET IT'S STILL A SAILOR



THE NAUTIC SAILOR RECAPS WITH FLOWERPOET CROWN



SAKS FIFTH AVENUE'S "SPRING SONG SAILOR"



JAY THORP'S "STARRY BONNET"



ALTMAN'S "ROSE-LADEN, PRETTY SAILOR"



FRANKLIN SIMON'S "TURRET-TOP COOLIE"



LORD & TAYLOR'S "BONNET FROM PARIS"



# LOVE IS SUCH A PRECIOUS THING!

WHY RISK LOSING IT WITH DRY, LIFELESS "MIDDLE-AGE" SKIN?



## PUBLIC OPINION

### POLLS POINT TO THE 1940 CHOICES OF REPUBLICANS



DEWEY OF NEW YORK



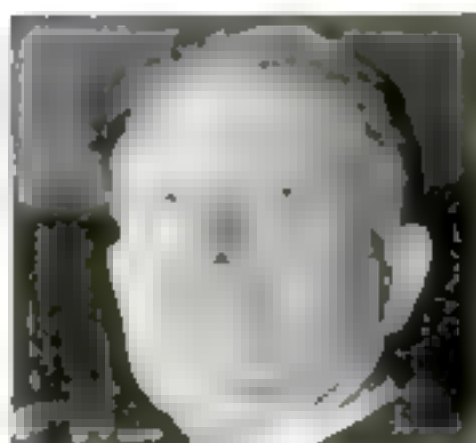
VANDENBERG OF MICHIGAN



TAFT OF OHIO



LANDON OF KANSAS



BORAH OF IDAHO



HOOVER OF CALIFORNIA



LAGUARDIA OF NEW YORK

As of March 1939, the No. 1 political fact in America is that the Republican Party appears to have a good chance of electing a United States President in November 1940. As a forecast of the future of the nation after 1940, that fact is of major importance.

Republican chances look good because of two current, related facts: 1) the split between pro-New Deal and anti-New Deal Democrats; 2) a nationwide swing toward conservatism. Their existence makes the identity of the Republican nominee an exciting and significant subject.

Not for more than a year will the major Parties convene to nominate their Presidential candidates. To talk thus far in advance about their probable choices would have been, in the past, mere speculation. This has been changed by the major political invention of the 20th Century—the scientific poll of public opinion. Scientific sampling of opinion has proven itself not only by its accuracy in forecasting elections but also by the similarity of results obtained by the two major, completely independent polling services: the FORTUNE Survey and the American Institute of Public Opinion (Gallup Poll). No mere tipster services, these polls—because they furnish an index to each candidate's vote-getting strength—will undoubtedly have a profound influence in determining who the nominees will be.

Latest FORTUNE and Gallup Polls both show that, despite his defeat for the New York governorship last autumn, his strong race and his status as a national hero have put New York's dynamic young District Attorney Thomas E. Dewey out in front for the Republican nomination. His brilliant victory Feb. 23 in convicting Tammanyman Jimmy Hines (see p. 24) will presumably boost his lead in future polls. The next most striking fact revealed by the polls is the emergence of Ohio's new Senator Robert A. Taft, son of the 27th President, as a leading contender.

The pictures at left are arranged from top to bottom in the order in which the contenders finished in the latest Gallup Poll of Republican voters on their 1940 Presidential preferences. Senator Taft, with 16% of the vote, trailed only Dewey with 27% and Michigan's Senator Vandenberg with 21%. Alf M. Landon was fourth with 7%. In a triple tie for fifth place with 4% each were Senator Borah, ex President Hoover and New York's Mayor LaGuardia. When FORTUNE presented a selected list of Republicans (omitting newcomers like Taft) to voters of all parties, the results showed: Dewey, 12.2%, Vandenberg and LaGuardia tied with 11.5% each (indicating LaGuardia's strength with Democrats and independents), Landon 8.2%, Hoover 5.1%, Senator Lodge of Massachusetts 4.6%, Senator Nye of North Dakota 4.1%, Representative Bruce Barton of New York 2.8%.

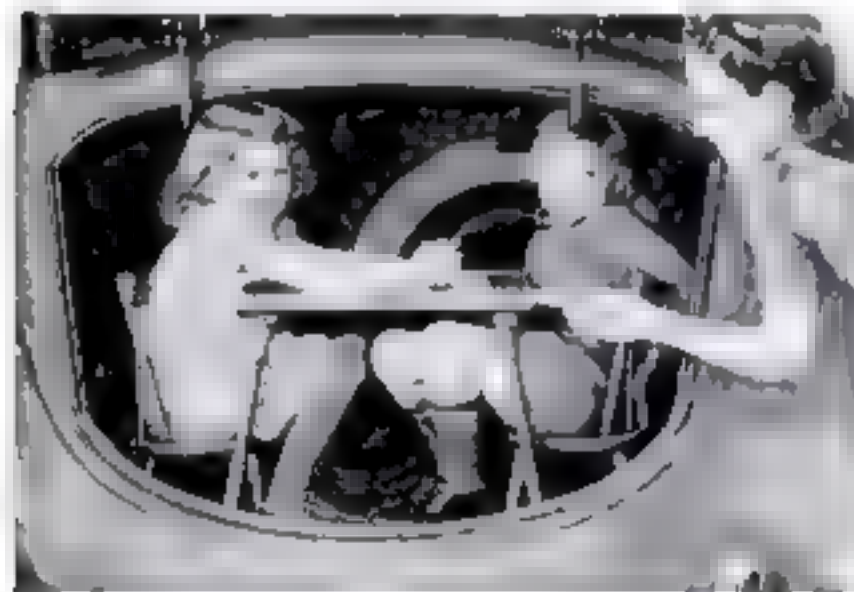


# What Big Luxury Car was Built to Save You Money?

**TAKE A LOOK**  
...THAT'S ALL DODGE ASKS!



**TAKE A LOOK!** New handy gearshift near the steering wheel at no extra cost! You shift in the standard "H" pattern—nothing new to learn! Floor is clear for real comfort for three in front!



**TAKE A LOOK!** "Tea for Two" is perfectly possible in this new 27% larger Dodge luggage compartment! Unlike old "trunk-style" compartments, it's completely concealed beneath windstreamed rear ensemble!



**TAKE A LOOK!** New headlights windstreamed in fenders—13 inches wider apart, closer to road—for safer night driving! Greater visibility in rain, fog, snow and dust! Radiator grille guards, pictured above, at slight extra cost.



DODGE LUXURY LINER SPECIAL SERIAL, '39S DELIVERED IN DETROIT...FEDERAL TAXES INCLUDED...SPARE TIRE, WHEEL AND ALL STANDARD EQUIPMENT INCLUDED...STATE AND LOCAL TAXES EXTRA

## This Year Decide for Yourself!

At first sight, it's the sparkling new beauty of the new 1939 Dodge that wins you. For never before has any Dodge model offered such advanced design, such breath-taking new style and appointments!

But after you've feasted your eyes on Dodge's windstreamed new beauty, you'll eventually ask yourself: "Is this the car that gives me most for my money?"... "How much will Dodge save me on gas and oil?"

### Take A Look!

These are the questions that mean so much to thrift-minded motorists. And in answering them, Dodge thinks you should let your own good judgment decide. And so, in presenting the new Dodge, we say: "Take a Look...that's all Dodge asks!"

Take a look first at the famous Dodge Flicating Power Engine. It not only gives you all the proven money-saving fea-

tures that have won for Dodge a nationwide reputation for economy, but, for 1939, offers new engineering advancements for even more efficient operation! And don't forget Dodge Dependability—that inbuilt quality of every Dodge that means even greater economy in longer life and freedom from repair!

### Extra Value!

Take a look, too, at all the extra value you get for your money! Never has any new model Dodge offered so many new engineering ideas as this new 1939 Dodge—and they're all yours at no extra cost!

And—most important of all—take a look at the price tag! Here's where you'll get your biggest money-saving surprise, for this big, economical 1939 Dodge is priced even lower than last year's Dodge!

Tune in on the Major Bowes Original Amateur Hour, Columbia Network, Every Thursday, 9 to 10 P. M., Eastern Standard Time

**TAKE A LOOK**  
**AT THESE NEW**  
**LOWER PRICES!**

**Coupes \$756 and up**

**Sedans \$815 and up**

**ALL FEDERAL TAXES INCLUDED**

These are Detroit delivered prices and include all standard equipment: bumpers, bumper guards, spare tire and wheel, safety glass, fenders and sheet metal painted to match standard body color. Transportation, state and local taxes (if any), extra.

**VISIT YOUR DODGE DEALER FOR DELIVERED PRICES IN YOUR LOCALITY**

# The New 1939 DODGE *Luxury Liner*

## GOOD NEWS FOR USED CAR BUYERS!

Now you can get a Dodge used car which, in many ways, is just as modern as many competitive-make 1939 new cars—and

get it for only a fraction of the cost! Here's why there's such a great demand for the new 1939 Dodge that buyers are actually turning in for late model Dodge cars way ahead of time! These cars, still "youngsters" in mileage and looks, are being sold by Dodge dealers at amazingly low prices! What's more, the

demand for the new 1939 Dodge by owners of other makes is giving your Dodge dealer one of the finest stocks of used cars of all makes and models in your locality! See your nearby Dodge dealer right away! No matter how much or how little you care to pay, he has a car to suit your taste!



Mother..here's \$300<sup>00</sup>  
worth of *everything*  
*we need*  
..FREE!



JUST WRITE THE LAST LINE:  
My mother's as sweet as can be,  
Her head and her heart work for me,  
In Vantas I'm dressed  
For she knows they are best

New wardrobes for me or Baby Brother! New furnishings for the nursery! A million dollars worth of fun picking them out! I'm aroused, Mother. I'm aroused!

Come on now, Mother, all they want is a last line for a limerick about Vantas! We'll win in a breeze!

I wear Vantas, of course! Mary Jane across the street wears Vantas. And every baby I met at the hospital wears Vantas. And almost every doctor in the country recommends Vantas. It's a shame to take money for saying what everybody knows — that Vantas are just right.

And what we could do with one of those prizes! Just look at all the lovely things we can get. For me, for Brother and Sister, for your dear self, Mother! We're off!

Get Contest Entry Blank at your favorite store

Go to the Infants' and Children's Department of your favorite store. There you will find an assortment of Vanta Garments in sizes from birth to 14 years old. These are the garments you'd choose for your baby because of their special scientific features — their exclusive designs, their safe hospital-sterilized packaging. You'll find the famous Vanta Double-Breasted Vest that fastens with ties so that it's easier to put on, has no pins or buttons to hurt baby's tender skin, and is adjustable to fit baby's rapid growth.

You'd choose Vanta Garments for your baby even if you didn't have the chance to

#### HOW TO ENTER THE VANTA CONTEST

Get an Entry Blank in the Infants' and Children's Department of your favorite store selling Vanta Garments. Write the last easy line for the limerick on the Entry Blank and send it with your sales slip showing a purchase of \$1 or more of Vanta merchandise to the Earnshaw Knitting Company, Newton, Mass. Send as many contest entries as you like, but each entry must be accompanied by a sales slip, as above. Anyone may enter — mothers, aunts, grandmothers — or friends. Contest closes April 5, 1939. This contest is limited to the United States. In the case of ties duplicate prizes will be awarded.

win one of the 112 valuable prizes. Any modern mother would! Here's a chance to double-up! Get Vanta quality, comfort, and scientific design *plus* a contest Entry Blank and maybe a wonderful \$300 outfit for your tiny baby, your growing-up babies — or yourself! Come on! It's easy. It's fun!

#### 112 Chances to Win!

1st PRIZE — a \$300 outfit for your baby might include all of these things:

100-piece Vanta layette; imported hand-made dresses, sweaters, hosiery, hood, shawl, sacques, fur carriage robe, crib puff.

Hand-painted crib with hair mattress; scale, wooden play-yard, toy chest, high chair, bottle sterilizer, rubber tub, clothes dryer, nursery screen, de luxe perambulator.

2nd PRIZE — a \$150 outfit for your baby

3rd PRIZE — a \$75 outfit for your baby

(For any of these prizes you may choose whatever items you wish from the Infants' and Children's Department of the store where you buy Vanta Garments. Or — you may spend part of the prize-money on purchases for yourself in other departments of the store.)

109 other prizes of famous Vanta merchandise worth from \$20 to \$2

**Vanta Garments**  
FOR INFANTS AND CHILDREN

Earnshaw Knitting Company • 148 California Street • Newton, Mass.

## PUBLIC OPINION (continued)

### POLLS POINT TO THE 1940 CHOICES OF DEMOCRATS

As of March 1939, public opinion as revealed by scientific polls gives President Roosevelt a very slim chance of being re-elected to a third term, gives a New Deal successor named by him no chance at all.

The latest FORTUNE Survey, appearing in the current issue, confirms the results of its famous poll of last summer and shows that, while President Roosevelt is still enormously popular, his New Deal and his New Dealers are not. Even among those who still approve of the President, only 58% (36.9% of the whole population) would vote to give him a third term, while 21% would not and 21% are undecided. To win a bare victory, Mr. Roosevelt would have to get the votes of all of his admirers who are now uncertain about giving him a third term.

As for a candidate approved by President Roosevelt as a New Dealer, he would get the votes of only 13.4% of the President's current devotees, only 3.5% of those who are now against Roosevelt or would not vote for him in 1940.

Questioning the latter group, FORTUNE found the following types of Presidential candidates preferred by the accompanying percentages of the entire population: 1) some young and progressive Republican, 17.8%; 2) a Republican who would return to the conservative road followed by Presidents like Coolidge, 17.1%; 3) a middle-of-the-road Democrat, 6.7%.

The latest Gallup Poll of Democratic voters on their 1940 Presidential preferences showed the leading contenders to be running as they are ranked, from top to bottom, on this page. Only the last man, Senate Majority Leader Alben Barkley, is rated a loyal New Dealer. Though Secretary Hull has expressed no opinion about the New Deal outside his own department, he is rated on his past record a conservative. All the rest are indubitable members of the Democratic Party's conservative faction.

When FORTUNE asked voters of all parties to name a Presidential choice off-hand, Vice President Garner came out on top with the votes of 4.9% of the nation, followed by District Attorney Dewey with 4.2%. When Gallup asked the voters to choose between Dewey and Secretary of Commerce Harry Hopkins, who is believed to be President Roosevelt's first choice as a successor, it found 22% who could not make up their minds. The rest divided thus: Dewey 61%, Hopkins 38%.

At present, then, it appears that the only possibility of a continuation of the New Deal beyond 1940 — and that a bare one — is for President Roosevelt himself to run. The chances of any other Democrat winning would now seem to depend on: 1) the ability of President Roosevelt and conservative Democrats to patch up their present differences and to compromise on a 1940 candidate; 2) the success of the New Deal's Recovery drive. Failing either of these, a nation tired of reform and depression seems more than likely to elect a Republican.



McNUTT OF INDIANA



McNUTT OF INDIANA



McNUTT OF INDIANA



McNUTT OF INDIANA



McNUTT OF INDIANA



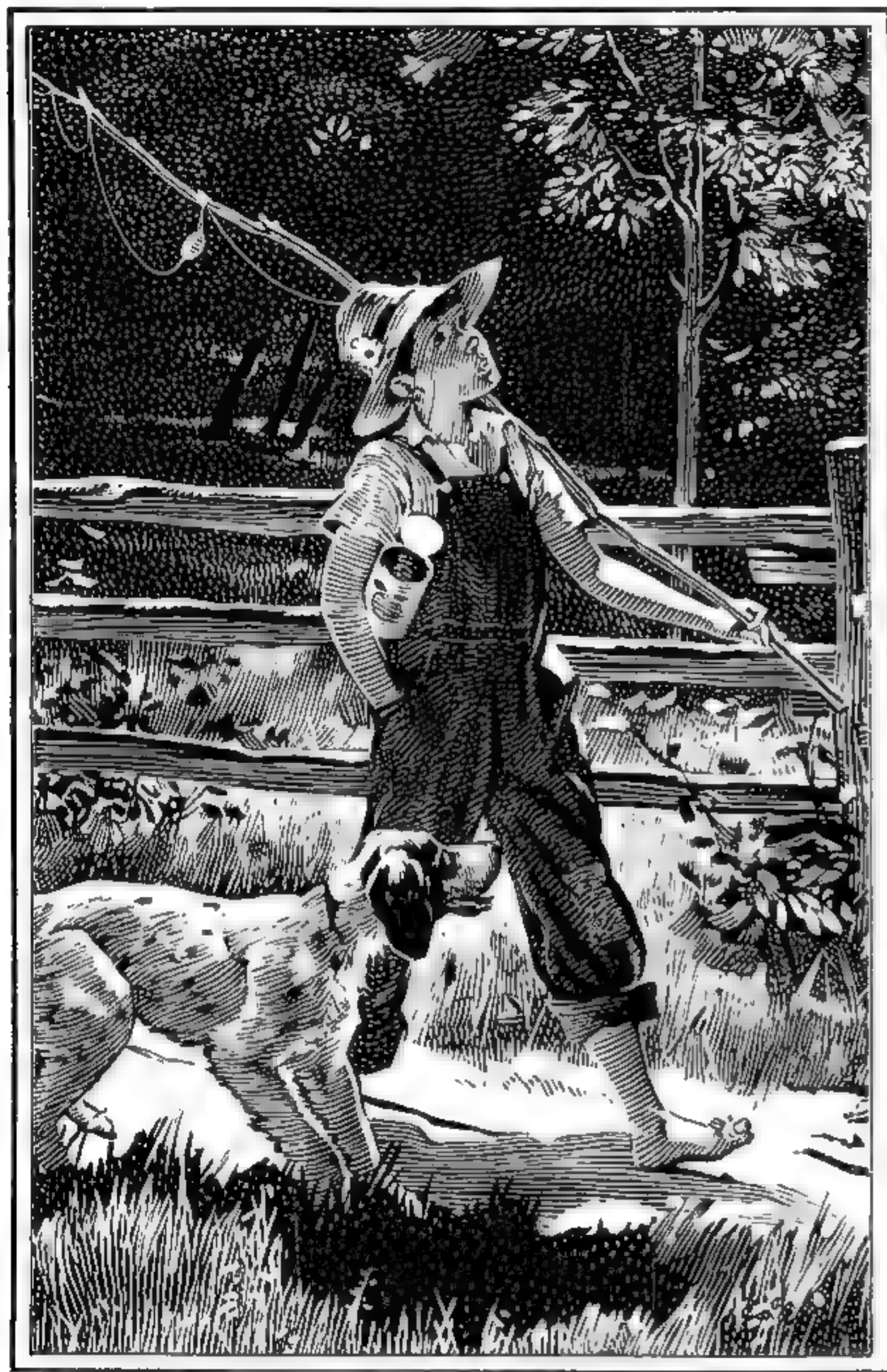
McNUTT OF INDIANA



McNUTT OF INDIANA



# YOU CAN'T TELL HIM THERE'S NO FISHIN'



*Let the Weather Man talk. Let the experts scoff. Youth goes fishing for the fun of it...in all kinds of weather...in all kinds of waters.*

The man who has lost the spirit of youth is too busy with gloomy forecasts to gather bait, much less go fishing.

Men with the spirit of youth pioneered our America... men with vision and sturdy confidence. They found contentment in the thrill of action, knowing that success was never final and failure never fatal. It was courage that counted. Isn't opportunity in America today greater than it was in the days of our grateful forefathers?

*Live Life... Every golden minute of it  
Enjoy Budweiser... Every golden drop of it*



**A N H E U S E R - B U S C H • S T . L O U I S**





*"He likes Arrow Ties so much,  
he makes us all wear them!"*

• It seems *everybody* likes the looks of Arrow Ties! That's because the patterns are *hand-picked* by Arrow's Style Scouts. Arrow's *fine* fabrics are tailored to tie into perfect knots. *Wrinkle-resistant!* Get some at your Arrow dealer's *now!* Great values \$1.00 and \$1.50.

**ARROW TIES**  
*As Outstanding as Arrow Shirts*

## WALK-OVER ANTIQUE FINISH

like months of polishing

• Now your new shoes can have that smart, hand-rubbed, mellow look that months of polishing give to fine brown leather. A British custom bootmaker idea flashed from Walk-Over of London. CROYDON: Brown Cretan. Wing or straight tip, \$8.75. Slightly higher West.

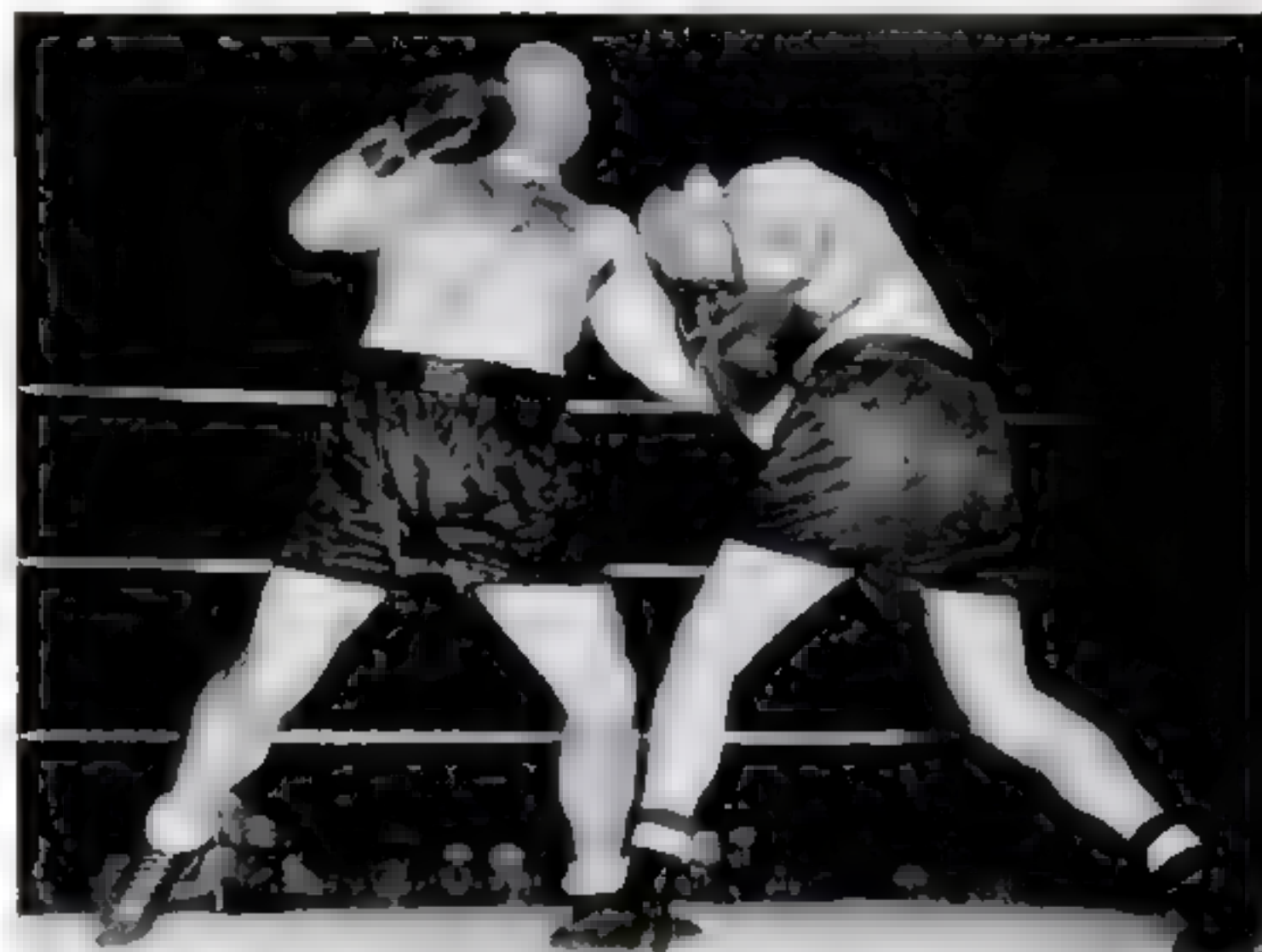


Other Walk-Overs \$6.75 up  
Geo. E. Keith Company,  
Campello, Brockton, Mass.

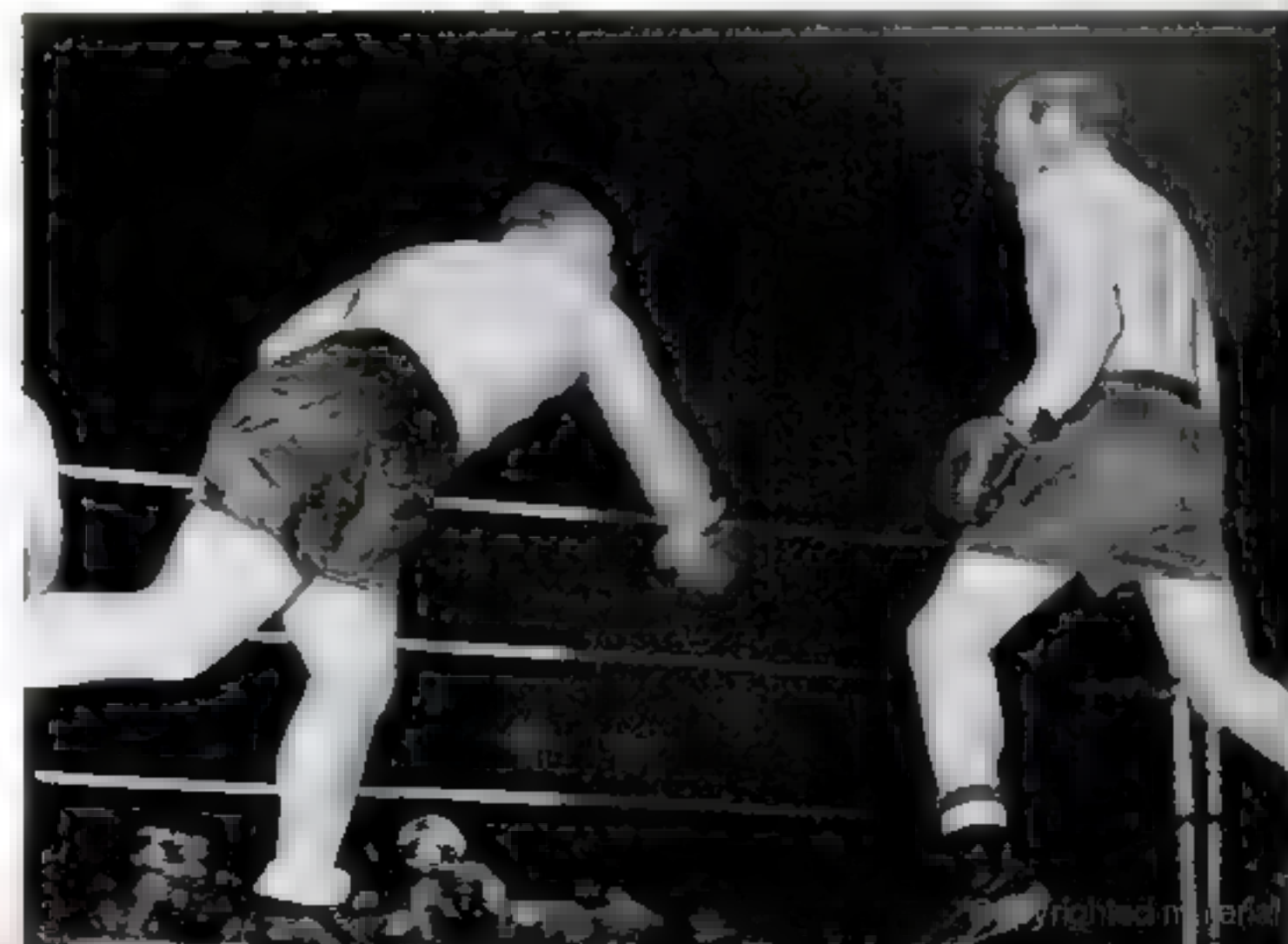
## SPORTS



"A THROWBACK TO THE APES" IS WHAT SPORTSWRITERS CALL DALENTO'S FACE



Tony's boxing form, against Abe Fekelman Feb. 23 in Miami, was as bad as ever. Above, Tony has swung a left, leaves his stomach completely unprotected. Below, he swings an awkward right. Fekelman was even worse, got knocked out in the third.



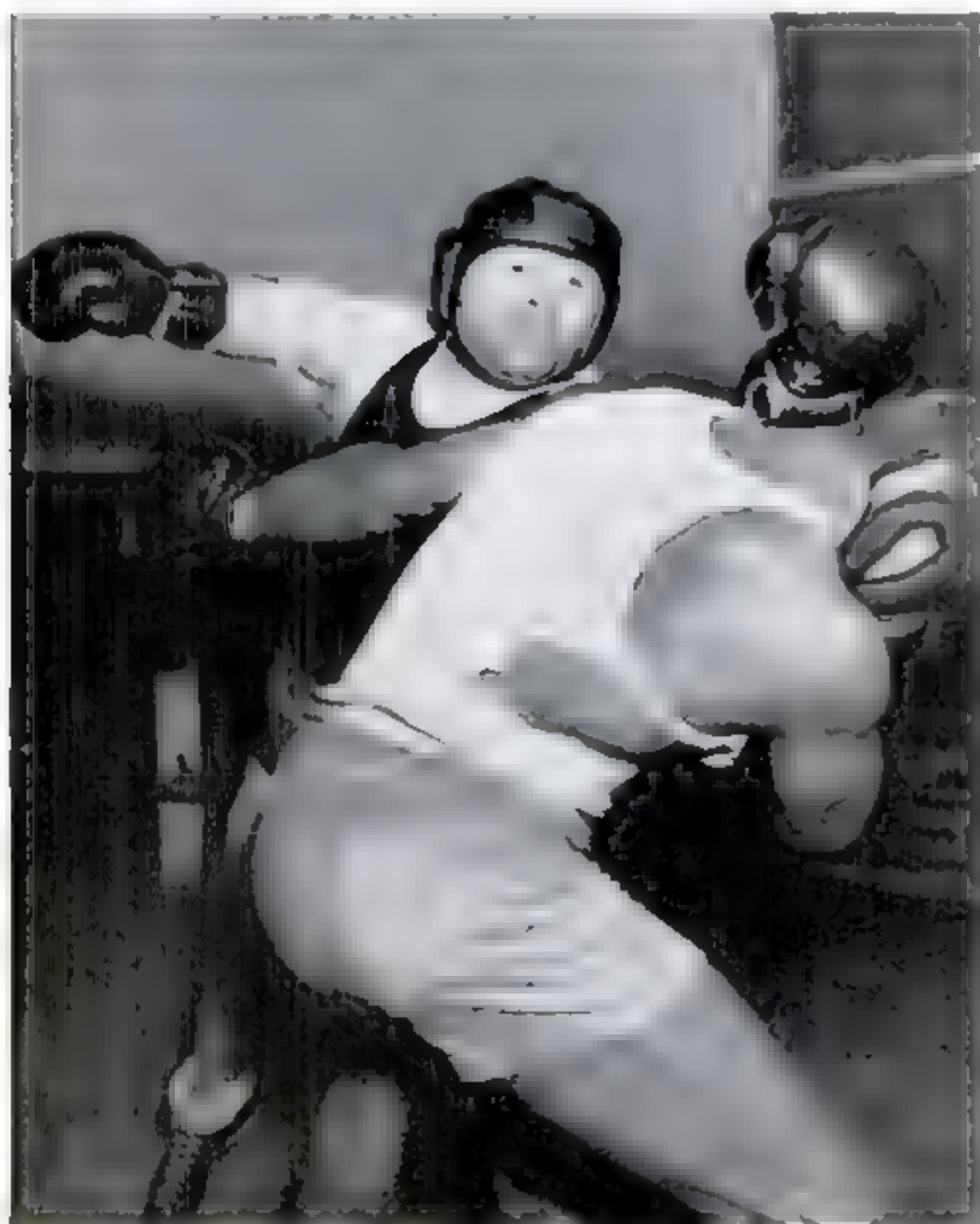


# FAT TONY GALENTO GETS A SHOT AT LOUIS' HEAVYWEIGHT CHAMPIONSHIP

March 1, in Miami Beach, was a big day for Tony Galento, the fat, beery Falstaff of boxing. Wearing an ocean blue bathing shirt and gray flannel trunks, he sat in front of Mike Jacobs' swank beach cabaña near the Roney Plaza Hotel, solemnly signed papers to fight Heavyweight Champion Joe Louis. To reporters he promised he would drink no more beer, smoke no more cigars until he had "moldered dat bum Louis." Then he went for a swim.

The fight will be held in June, probably in New York's Yankee Stadium, and 70,000 fans may contribute as much as \$1,000,000 to Mike Jacobs' box office. The fans will probably come to see not a boxing match but an execution. It may go something like this: From one corner of the ring shuffles dead-pan Joe Louis, dark and menacing, muscles rippling over a handsome body. From the other trudges Tony, fat and comic, the sweat pouring over his protruding stomach. Louis is deadly cool, waiting for Tony to wind up his long left. Then suddenly, Louis flashes a punch under Tony's feeble guard. The blows, hard lefts and rights, land with lightning speed. A minute later, Tony is on the floor, his face a bleeding mop. Gurgling and grunting, he is carried from the ring.

Galento has been fighting since 1929. He has always been a poolroom toughie, whose best tactics are a hard left punch and a rough-and-ready style that subscribes to no rules. Because he has no defense, no footwork, no deception, he terrifies his opponents with loud bellows, butting with his head and waving his arms like a windmill. Until 1933, few people outside of New Jersey had ever heard of Tony. In that year he came under the control of Manager Joe Jacobs, who has since built up the loud-talking boxer into a national figure, not unlike the comic strip's Joe Palooka. In three years Tony is supposed to have knocked out 17 opponents, lost to four. But the boxing world is still unconvinced, knows that most of his victims have been pushovers and stumble bums. Against Louis, Tony will have to stand up and fight. If he lives through the evening, he should make \$100,000, and be able to retire for life to his Orange, N. J., saloon.



Screwing up his flat, thick lips, "Two-Ton" Tony lets a roundhouse left fly at Negro sparring partner. His whole right side, from his belt to headgear, is left exposed.

CONTINUED ON NEXT PAGE

# William Gaxton and Victor Moore in "LEAVE IT TO BROMO-SELTZER"



THERE'S MANY A HEADACHE  
IN LONG  
REHEARSALS

TOUGH ON NERVES,  
TOO, BUT WE'LL  
LEAVE IT TO—

Co-starring for the fourth time, William Gaxton and Victor Moore, snapped as they started rehearsals for the current smash-hit musical, "LEAVE IT TO ME!" Endless weeks of rehearsing—changes—molding a play into shape are an ordeal.



BROMO-  
SELTZER!  
IT RELIEVES  
HEADACHE  
FAST—

AND STEADIES  
OUR NERVES.  
NO WONDER—

Homesick ambassador  
(Moore meets foreign  
correspondent (Gaxton)).  
"With every perform-  
ance timed to the minute,  
we can't let headaches,  
tense nerves interfere,"  
says Victor Moore, "so  
we take Bromo-Seltzer."



IT MAKES  
A HIT WITH  
US AND—

WITH MILLIONS OF  
OTHERS ALL OVER  
THE WORLD!

Finale!  
Gaxton adds, "That's  
why I've been a Bromo-  
Seltzer user for many years." (Above)  
Both stars in the climax of the play.

## HEADACHE strains your NERVES

With a headache, your nervous system is disturbed. That's why headache is best treated with a remedy made to do at least 2 things—relieve pain fast—steady your nerves. Bromo-Seltzer does both. Tests by a group of doctors have proved this.

Take Bromo-Seltzer \* Quickly it eases the pain and leaves you steadier, less tired and nervous.

\*For frequently recurring or persistent headache, see your doctor. For ordinary headaches, always keep Bromo-Seltzer at home. Get it at drugstores—radio fountain.



**BROMO-SELTZER**



# "Can I expect more from Extra Vitamins in FRESH YEAST than from vitamins alone?"

Read why the New High-Vitamin Yeast is such an **EFFECTIVE WAY** to get extra vitamins ...why it offers **more complete results**



When you eat extra vitamins in Fleischmann's new High-Vitamin Yeast, you get *more* than just vitamins alone. This fresh tonic food offers benefits *two* ways.

1



The new, improved High-Vitamin Yeast now gives a *richer combination* than ever of 4 important vitamins—A, B, D and G—needed regularly to help you build up *good resistance* to colds, for *steady nerves* and *healthy digestion*, strong bones and teeth, and to help you feel *energetic, buoyantly well*.

Studies indicate many people's regular meals do not supply them with vitamins in the good amounts they need to help keep them up to par. That is why it is *safest* to get *extra amounts* of all these vitamins every day.

2



Eating these extra vitamins this way in *fresh yeast* gives a *second* help many people need. *Slow digestion* may have been keeping you—like so many others—from properly assimilating the vitamins you eat. This *fresh yeast* helps to stimulate slow digestion. And this *better* digestion helps you make fuller use of the vitamins eaten. It "*boosts*" their assimilation.

Be sure *you* get enough vitamins. Also be sure you make *full use* of the vitamins you eat. Start now to get *extra* vitamins this *effective way*—in Fleischmann's High-Vitamin Yeast.



Eat two cakes daily for . . .

VITAMIN A—6200 UNITS (Int.)

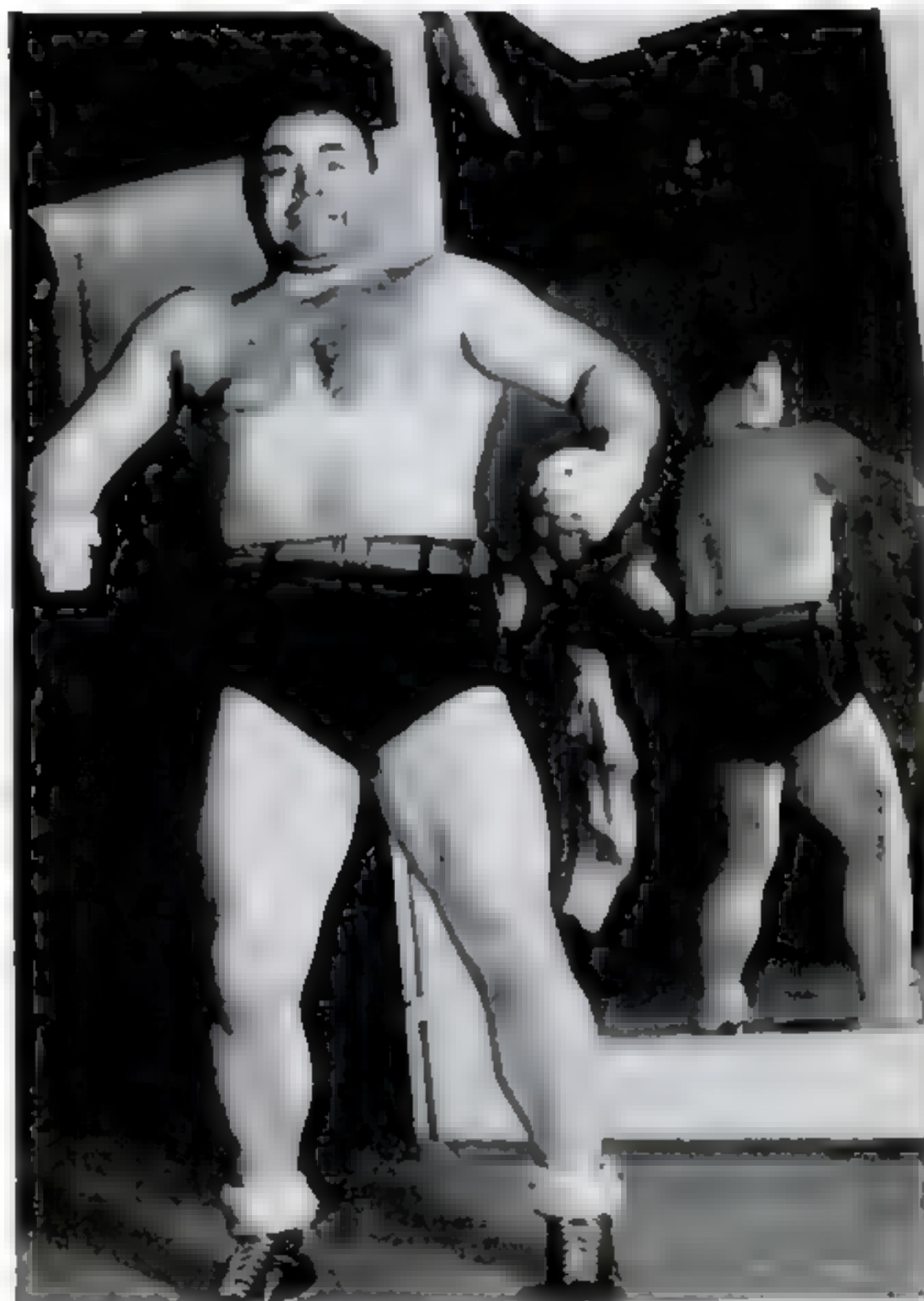
VITAMIN B<sub>1</sub>—300 UNITS (Int.)

VITAMIN D—800 UNITS (Int.)

VITAMIN G—100-120 UNITS (Sh. Sour.)

All the average person needs (in addition to meals) of A, B and D—and a rich supply of the Vitality Vitamin G. Eat one cake ½ hour before breakfast or lunch, one cake ½ hour before supper—plain or in water. Start now

Copyright, 1939, Standard Brands Incorporated



Yelling like Tarzan, Tony poses in front of a full-length mirror at Joe-the-Grouch's poolroom in Newark. Galento has trained in a back room there for six years.



Between rounds, Joe Jacobs whispers advice. Jacobs is disliked by the New York Boxing Commission, which may try to keep the Louis-Galento bout out of the city.





At his Orange saloon, Tony strengthens his muscles by bringing beer barrels from the cellar. Pictures like this have sold Galento as a comedian to the U. S. public.



At his Orange home, "Two-Ton" Tony Galento guzzles beer, while "One-Ton" Tony gurgles happily at his dad. "One-Ton" weighs over 24 lb. at the age of ten months.

## Is it true what they say about COFFEE?

If all the conflicting stories you hear about coffee were true, this most popular of beverages would be both Dr. Jekyll and a Mr. Hyde—a friend and a foe of mankind. But which is it? Here's a chance to test your knowledge of the subject. Just put a check mark in the "true" or "false" squares below—then compare your answers with the facts as given at the end of each statement.

**TO DOCTORS AND SCIENTISTS:** We will furnish on request references to the authorities on which all statements made here are based.



### COFFEE AT DINNER PUTS YOU TO SLEEP.\*

True? ☐ False? ☐

Coffee at dinner picks you up. Coffee helps to relieve fatigue, quickens the mind. Conversation not only seems brighter over a cup of coffee—it is brighter. But in 97 out of 100 cases, this pick-up lasts only two hours. So if you dine two hours before bedtime, you can enjoy that delicious cup of coffee at dinnertime and still be ready to sleep the instant your head hits the pillow.

Statement in the headline above\* is False.

### COFFEE AIDS STENOGRAPHERS

#### IN HOLDING JOBS.\* True? ☐ False? ☐

Office workers, as a class, are great lovers of coffee, and their efficiency is improved by the drinking of it, according to a test made at Columbia University. One group of stenographers, who were given coffee, wrote more words per minute and made fewer mistakes than the members of another group who were denied the mild and helpful stimulation that coffee invariably gives.

Statement in the headline above\* is True.

### NATIONAL MORALE, IN PEACE OR WAR, DEPENDS ON COFFEE.\*

True? ☐ False? ☐

"I venture to predict that nothing could so break down public morale, and either drive us to war or the conclusion of an unsatisfactory peace, as the stoppage of the public's morning cup of coffee." These words were uttered by a high-ranking naval official, testifying before the Senate Naval Affairs Committee (HR 9218) in defending the listing of coffee as one of the imported products indispensable to national security and defense.

Statement in the headline above\* is True.



### COFFEE HELPS YOU LOSE WEIGHT.\*

True? ☐ False? ☐

Coffee without milk or cream adds practically no calories to the diet. In addition it mildly assists metabolism. Therefore if you're trying to cut down on the amount of food you eat and yet want to be sure that what you eat is consumed in the body, coffee is a definite help. Statement in the headline above\* is True.



To make good coffee use enough  
—a heaping tablespoonful  
for each cup!

Copyright 1938, Pan American Coffee Bureau, New York City

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.  
BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA



# Life goes to Carnaval at Rio

## Top party of the year in South America

All Latin countries prepare for the sobrieties of Lent, which begins on Ash Wednesday, with last-minute festivals on Mardi Gras (Fat Tuesday). Ways of celebrating Mardi Gras, like ways of celebrating other folk holidays, differ the world over. Nowhere is Mardi Gras celebrated more joyously and more strangely than in South America. Mardi Gras at Rio de Janeiro, in the heart of the hot Brazilian summer, is not only the biggest and gayest Mardi Gras in South America but Brazil's greatest national holiday.

Unlike New Orleans' famed Mardi Gras, Rio's *carnaval* is not featured by elaborate and aristocratic balls. In size, duration and uproar it makes New Orleans' look picayune. It lasts four days during which the whole city ignores not only work but all its normal habits, eats at odd hours, sleeps mostly by day. Brazilians, a sober home-loving people, forget their repressions during Carnaval but though much drinking and loving is done, the Carnaval is essentially neither licentious nor gluttonous. Its mood is somewhat like that of Halloween. Queer costumes are essential. Brazil's songwriters save their best compositions for Carnaval, and Brazilians sing the hit songs all the next year. Bands play ceaselessly. Brazilians dance a Negro dance called "the samba" which, not unlike the rumba, may soon become popular in the U. S. This year's best samba was named *Americana, I love you*.



IN COPACABANA, RIO'S RESIDENTIAL DISTRICT, NEGRO SERVANTS DANCE THE SAMBA.



Carnaval celebrating is done by groups called *ranchos* or *blocos* whose members parade in similar costumes. This bloco carries banners which are made from flour bags from their mill.



Singing and yelling, blocos march about the streets, followed by sidewalk crowds. On the Avenida, Rio's Fifth Avenue, blocos pass a reviewing stand, get prizes for their costumes, dances.





OUTSIDE HOTELS WEARING PROVINCIAL COSTUME WITH WIDE SKIRTS AND SHAWLS



Rio's trolley cars are jammed by Carnival crowds who come in from surrounding country. Rio's poor drink mostly beer or wine, stay reasonably sober at Carnival. Few get jailed.



Transvesticism (wearing clothes of the opposite sex) is a popular Carnival convention. The skirts that resemble Scotch kilts were especially popular for Rio males this year and last.



Samba dancers and singer win huge cups put up by music publishers, shopkeepers.



Carrying standards, employees from the Brazilian hunt parade dressed up as coffee-plantation workers.



Feathers from all sorts of Brazilian birds are favored for Carnival costumes by hill-country Negroes.



Producer Marc Connelly arrived on the cruising *Normandie*, snapped pictures.



# FLAVOR-AGED



Look at the Clicquot Club Eskimo Boy. His smile has been a famous American trade-mark for over fifty years . . . because it has always stood (and always will) for the best in beverage refreshment. Flavor-aging gives its taste a smoothness and balance that no other ginger ale can equal.

Clicquot Club Soda puts snap in drinks

Banded carbonation gives this pure, sparkling water an endless supply of tiny bubbles to add life and zip to tall drinks.

## CLICQUOT CLUB

PALE DRY . . . GOLDEN GINGER ALE . . . CLUB SODA  
IN FULL, 32-OZ. QUARTS AND SMALLER SIZES

*50 Years a Favorite*



In Rio's suburbs, men dressed as women board passing automobiles. In the Argentine, Brazil's huge cattle-ranching neighbor, Carnaval is almost completely ignored.



Doll dressed as a baby is playfully nursed by this barefoot young Brazilian in little girl's skirt and wide hair ribbon who finds his own antics highly entertaining.

CONTINUED ON PAGE 75



TAKE ONE DELICIOUS TASTE,  
AND YOU'LL AGREE

*There is nothing better in the Market."*



## OLD FORESTER

*America's "Guest Whisky" Since 1870*

BY BROWN-FORMAN

★ Yes, you'll agree that Old Forester's superb taste justifies the original, hand-written message on the label. Why not enjoy this supreme Kentucky excellence that has been recognized everywhere for almost seven decades as among the finest? "Nothing better" at any price.

KENTUCKY STRAIGHT BOURBON WHISKY

Bottled in Bond Under U. S. Government Supervision—100 PROOF

*"By Brown-Forman"...* NOTHING FINER CAN BE SAID OF WHISKY

## EARLY TIMES

*The Whisky That Made  
Kentucky Whiskies Famous*

A name that is famed through the years. Traditionally great—at a low price. A Kentucky Straight Bourbon Whisky—90 Proof.



## OLD TUCKER

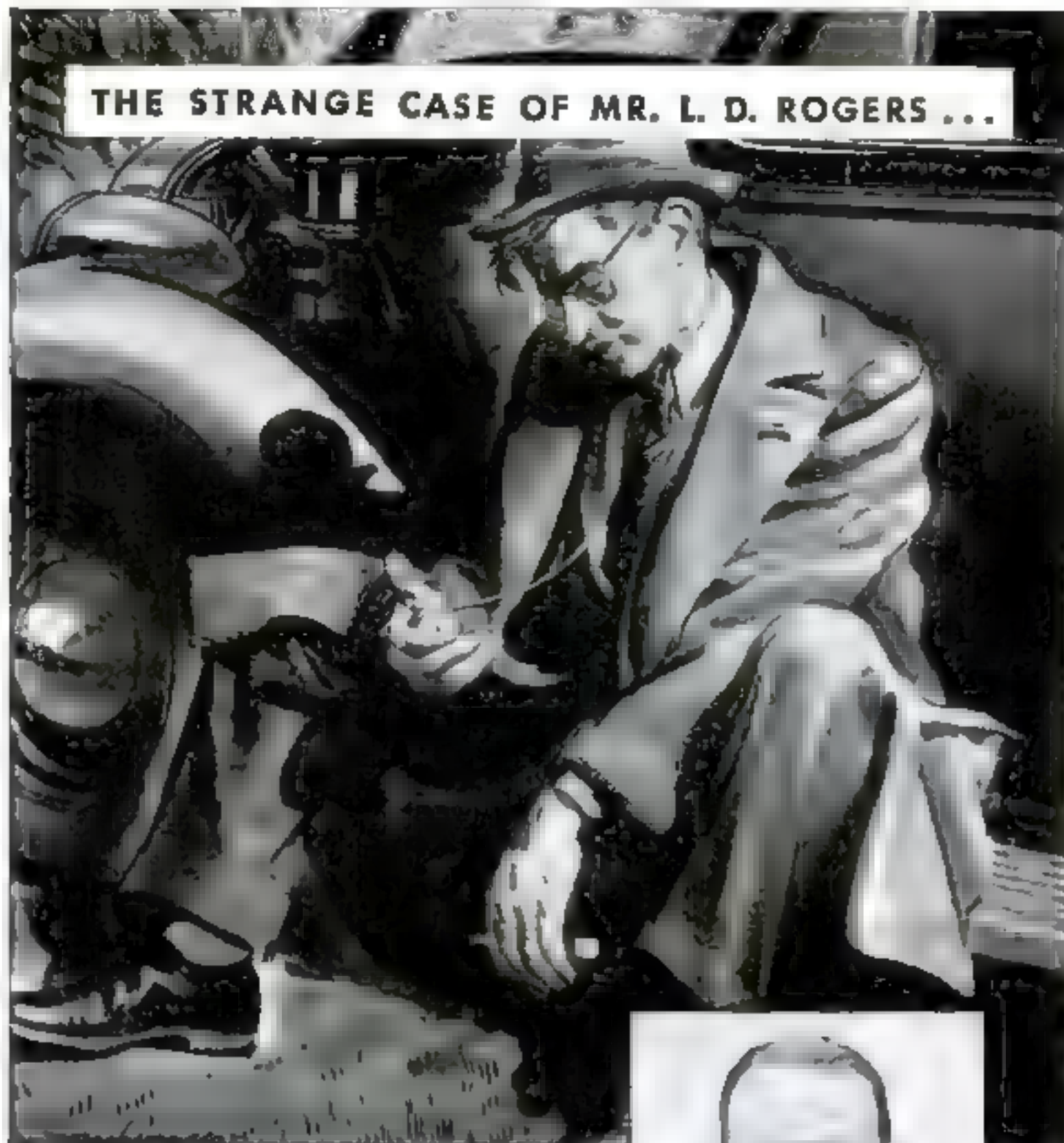
BRAND

*4 Fine Whiskies in One*

Selected for particular qualities to meet the taste of those who prefer fine blends. A blend of Straight Whiskies—90 Proof.



# THE STRANGE CASE OF MR. L. D. ROGERS ...



**"It always happened  
when I was in a hurry!"**



MR. L. D. ROGERS  
Monroe, La.

"Four months ago I began having starting trouble—and it *always* seemed to happen when I was in a hurry!

"I took my car to one garage after another. Each time they'd recharge the battery and tell me it was O. K. And each time I'd have another starting failure in less than two weeks. It seemed even the most experienced mechanics couldn't locate the *REAL* trouble.

"Finally, an old friend of mine told me

about *Willard Starting Service*. Doubting but desperate, I agreed to try once more. I went to your Willard Dealer here.

"Believe it or not, in 15 minutes he checked the *ENTIRE* electrical system of my car... located the trouble (which wasn't in the battery at all) and fixed it so it stayed fixed. In my opinion you have made a real contribution to American motoring with this new *Willard Starting Service*. It's great!"

## HERE'S HOW IT CAN PROTECT YOU

Your Willard Dealer has a new instrument (called the *Willard Electrical Check*) that "x-rays" the entire starting system—under actual load conditions. With it he can locate worn or undersize cables, loose connections, faulty wiring, voltage regulators

and generators that need adjustment... the things that cause most starting failures.

*We offer you this Willard Starting Service as our way of EARNING your patronage. It will save you money—save you trouble—and relieve you of worry... come in and try it.*

*Your Willard Dealer*

*You can identify our station by this sign*



**STARTING  
Willard  
SERVICE**



**P.S. HAVE YOU HEARD**—about the newest thing in batteries? It's the Willard "H-R"—built to last 68", longer—yet costs only a trifle more than ordinary batteries.

H-R

## Life's Carnaval (continued)



Bank of Brazil clerks dress up as Hula dancers. Most blocos are composed of groups of office or factory workers who rehearse for several months to perfect their stunts.



Catskin lambourinos, which help celebrants add to the Carnaval uproar, are tightened by warming the skins over small fires made of scraps of paper on the sidewalk.



Night parade of torchlit floats, which is watched by the whole city, ends Rio's Carnaval. "Carnaval" comes from *carne vale* which means "farewell to meat" in Latin.



**"I like iced Vermouth—  
I'm strong for a mild drink."**

SCENE THROUGH A PORTHOLE  
AT GIBRALTAR

## Neatest way to drink VERMOUTH is—*Neat!*




Vermouth is a spiced wine with a subtle, bitter-sweet flavor—carrying a touch of the warm Italian sunshine that ripened the grapes and herbs it's made of. Try vermouth straight (and chilled) and *find out what makes a Manhattan taste good!* It's not only an adventure for the palate—it's a whetstone: vermouth is the great international appetizer before meals. It's a delicious proof that *a strong drink may be good but a good drink doesn't have to be strong!*

You'll know vermouth by the company it keeps—people who have been around. (For "vermouth" read "Martini & Rossi," the standard for over 100 years.)

Sole Agents for U. S. A., W. A. TAYLOR & COMPANY, N. Y.

A cocktail by vol. Italy 100% — 15%

### 3 MOODS IN 1 BOTTLE (Either Bottle)

1.  **Be gay**—have a Manhattan or Martini.
2.  **Be moderate**—have vermouth straight. Served chilled in cocktail glass.
3.  **Be conservative**—have vermouth and soda. Mixed like a highball, using vermouth instead of whiskey.

**MARTINI & ROSSI**  
THE **VERMOUTH** THE SUN NEVER  
SETS ON



1.

For every scratch or cut or nick  
I run and get the Band-Aid, quick!

2.

'Cause cov'ring up a hurt, says Nurse,  
May keep that hurt from getting worse

3.

And I think Band-Aid's simply dandy;  
It's ready-made and neat and handy

4.

What's more, it stays on awkward places  
Like elbows, knees and little faces!

Only 19¢ for 36 ready-made Band-Aids. Get it at your druggists.

**Johnson & Johnson**  
**BAND-AID** ADHESIVE BANDAGES  
REG. U.S. PAT. OFF.

**THE SPEED BANDAGE. "Just stick it on!"**

## PICTURES TO THE EDITORS



### WELLS AND PLATYPUS

Here is a photo of H. G. Wells, noted English writer, with a duckbill platypus, at the Badger Creek Sanctuary about 40 miles from here.

Wells, who stayed a few days in this town on his way to the Federal capital, Canberra, had expressed a particular desire to see a live platypus, which interested him, as an evolutionist. He was

meeked out quietly to the Sanctuary, to dodge the pressmen and photographers who were constantly on his trail.

S. ALTHON PEARL  
Melbourne, Australia

● The duckbill platypus holds interest for students of evolution because it is a connecting link between reptiles and mammals.—ED

## This month in FORTUNE

**FORTUNE Survey: XIX** . . . how the nation now feels about the New Deal's chance of winning another election

**First Round Table** . . . in which FORTUNE brings together eleven active, well informed men and synthesizes their opinions on one of the fundamental issues affecting the nation's business: Government Spending

**Industrial Public Relations** . . . analyzing the programs of such representative businesses as American Tel. & Tel., General Electric, U. S. Steel and General Foods

**Venezuela** . . . FORTUNE continues its much discussed series on South America with the story of a country that is becoming the focus of Uncle Sam's Latin American activities

**Business-and-Government** . . . suggesting that Business today can find freedom only in leadership—and that leadership today means investing idle capital in new products and industries

Also: General Motors as a Social Unit . . . Globe Iron . . . Hiram Walker . . . Fire!

FORTUNE is sold by subscription only at \$30 East 22nd Street, Chicago. The price is \$10 a year.

**Put Out BIRD HOUSES NOW**

DODSON BIRD HOUSES, \$2 to \$200—favorites of birds and bird lovers. Folder Free. 32-p. bkt. "BIRD Friends and How to Win Them." 10c (reg. price 25c). Write today.

**JOS. H. DODSON CO.** 913 Harrison Ave., Kansas City, Mo.

The Editors of TIME Present

## The March of Time

ON THE AIR EVERY FRIDAY NIGHT  
OVER A NATIONAL B.C. HOOK-UP 9:30 E.S.T.

New You, Too, May Have Speedy

## HEADACHE RELIEF!

WITH NO JITTERY UNEASY AFTER EFFECT!

When a headache strikes—drap Back With STANBACK! Also fast relief from neuralgia, muscular aches and similar neurotic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

10¢  
25¢

**STANBACK**  
HEADACHE POWDERS

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢ to cover packing and postage! STANBACK COMPANY, SALISBURY, NORTH CAROLINA

## MENDS MOST ANYTHING

10¢

at hardware, drug and 10c stores. Also in cans from 1/2 pint to 1 gallon

FREE Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.

**IRON GLUE**



### BELIEVE IT OR NOT

Sirs:

Perhaps you noticed in Ripley's Believe-It-Or-Not cartoon of Feb. 27 a sketch of two hearts made by the wheels of an automobile. The item read "When Creighton Hess called for his bride on their wedding day his car wheels made these entwining hearts in the snow."

Maybe LIFE's readers, as well as Mr. Ripley's, would be interested in seeing an actual photograph of exactly similar hearts formed quite by accident in a street in Berlin two or three years ago. I wonder if these too were made by some bridegroom calling for his bride.

HEINRICH MAYER  
New York, N.Y.





## COTTON CLOUD

Sirs:

A few weeks ago while I was driving across Big Tujunga Wash (down which came the terrible flood waters of last March to do such disastrous damage here in Southern California), my rear vision mirror started me with the image reflected therein. It was the most beautiful cloud I ever saw and in an absolutely bald sky. No doubt the gale-like wind

had dispersed all other formations and this round "hat-like" formation resulted.

As I was in this barren desert I was confronted with the problem of making some connection between cloud and ground to strengthen my composition.

A small weed about 4 ft. high gave me the "giant cotton" effect.

VERNON L. DeMARS  
Tujunga, Calif.



## KITCHEN-BATH

Sirs:

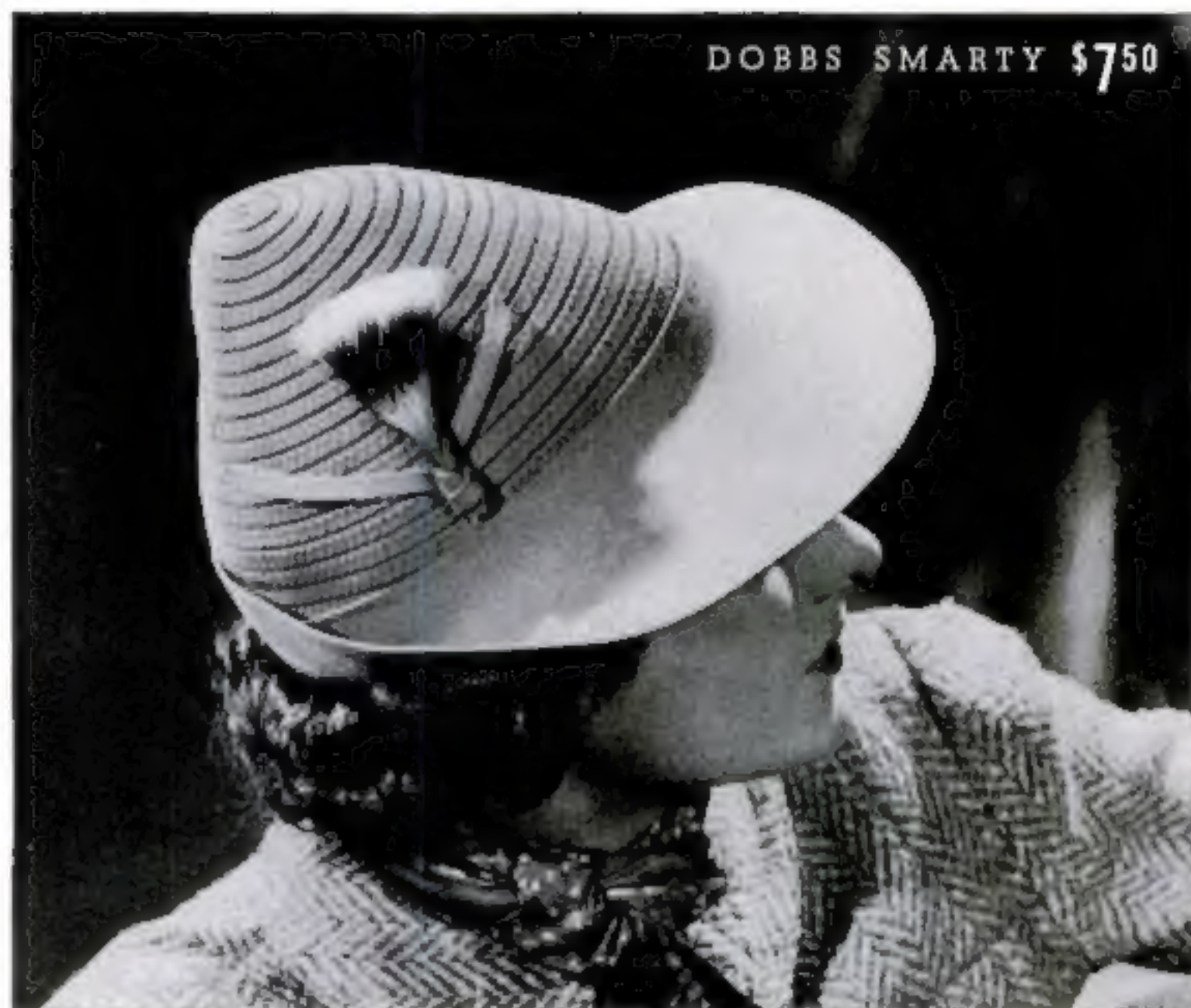
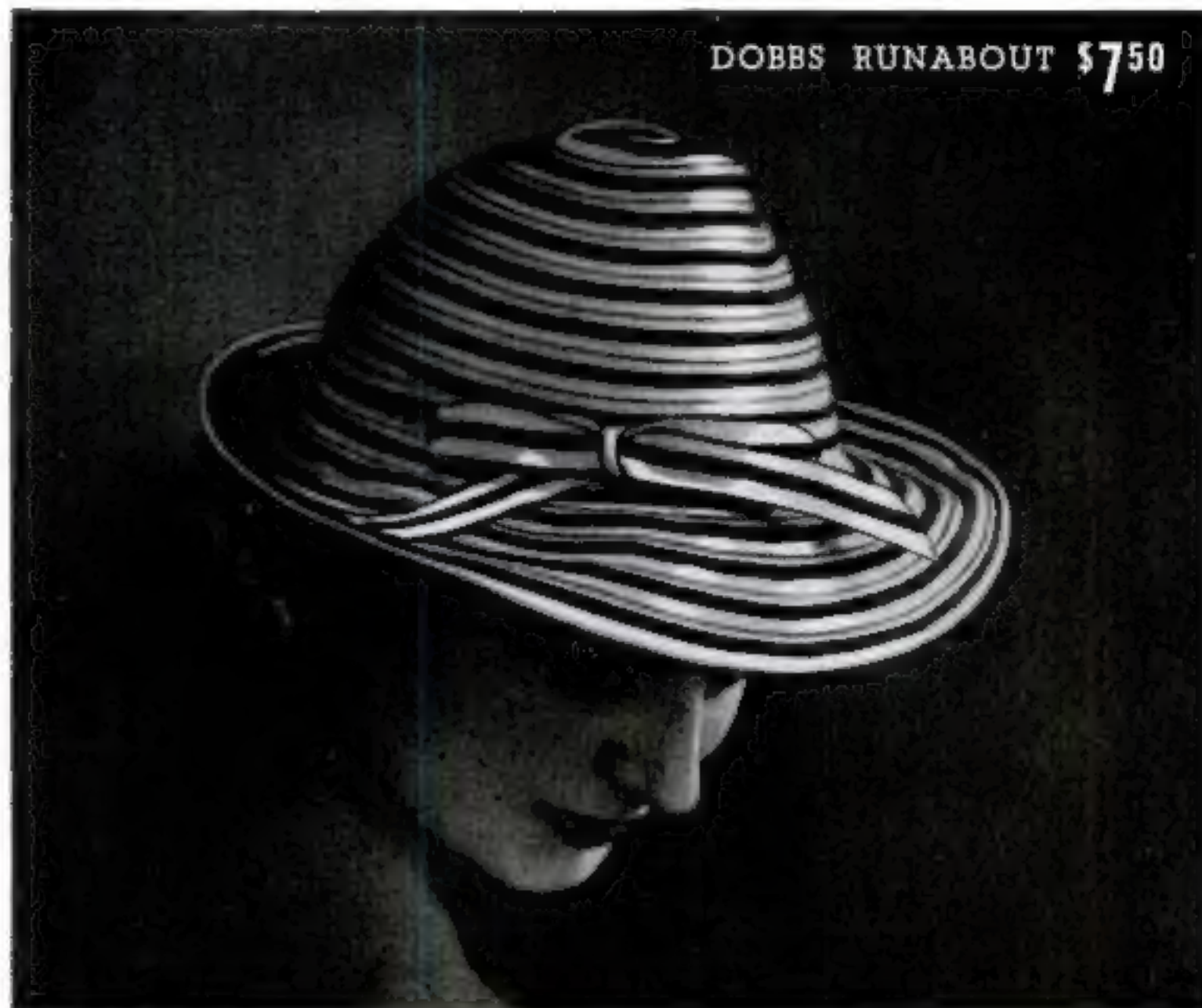
My little apartment in Greenwich Village is nice but not very big. This picture shows how I have solved the problem of kitchen and bath in one

room. When it's being used as a kitchen, I slide a panel over the hole where my head comes through and have a shelf to dry the dishes on.

GAY DILLON  
New York, N.Y.

# DOBBS

*Designed for Modern Life*



Ready for anything! Hats as gay and exciting as Life itself. Clever combinations of felt and belting . . . or straw and belting . . . originated by Dobbs. In the season's new colors and Dobbs accurate headsizes.

*Now on sale in 1000 leading stores.*

## Dobbs

*New York's Leading Hatters*

711 FIFTH AVENUE AT 55TH ★ 380 PARK AVENUE AT 53RD



## PICTURES TO THE EDITORS

(continued)

### BABY AND FISH TANK

Sirs:

This baby was brought to me because its mother wanted me to try and get a picture of it in its night garments. That negative was made and the baby stripped preparatory to putting on its outer garments. Suddenly it spied the fish globe, and the six shots you see here simply unfolded before our eyes. Just before I

took shot No. 4, I took out three of the fish as I began to fear for their lives. Other than that the baby was undisturbed and left to carry out its plan, which as you will see was a very well-executed one. The child was 16 months old at the time, Ruth Ann Wilson by name.

MILDRED M. KEETON  
Munising, Mich.



NOW I WONDER WHAT THOSE ARE



HUM! CAN'T QUITE MAKE IT



THIS IS BETTER. HELLO, THERE!



JUST LOOK AT THAT FELLER SWIM!



GUESS I'LL GET IN WITH HIM



LOOK, MAMA! LOOK AT ME NOW!

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Indulge yourself in  
the Luxury of

*England's Finest  
Cork-tipped Cigarette*



IF YOU insist upon front-row seats at the theatre...orchids for gala occasions... and caviar with your cocktails... then Craven "A" is the cigarette for you.

Blended by the celebrated Carreras of London, for the fashionable set of England, Craven "A" has found itself at home in great society the world over... cherished by those who appreciate its incomparable flavor and fragrance.

Craven "A" brings you the mellow, natural goodness of the pure tobacco leaf. It is an exceptionally mild and satisfying cigarette... always cool, always smooth, always easy on the throat.

Now available in America in handy, new pocket-size tins of 20 for 50c. Also in tins of 50 for \$1.25. At the better clubs, hotels and tobacco shops.

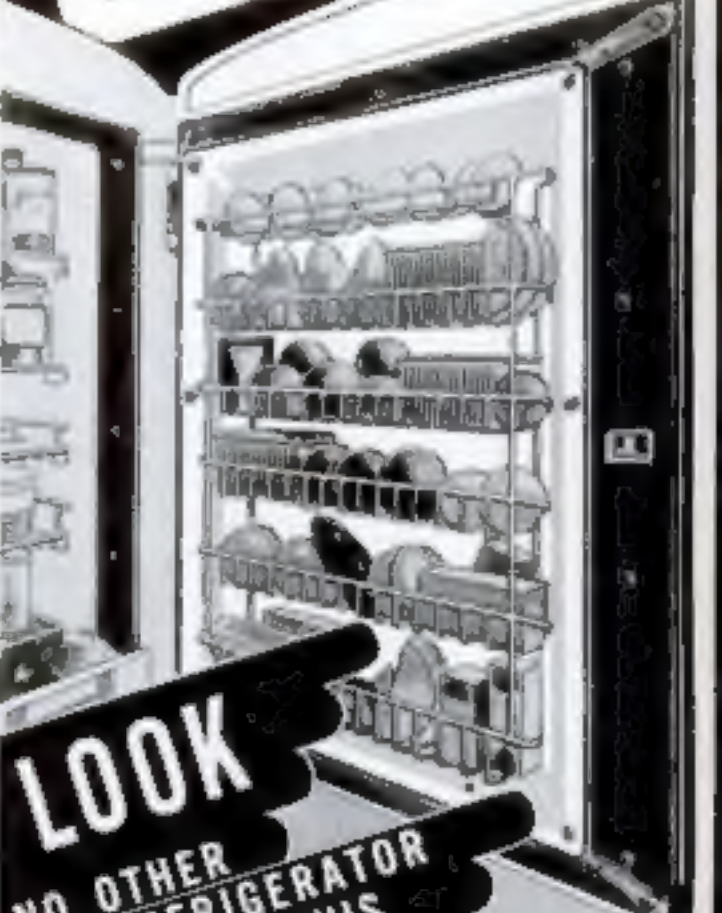
CARRERAS, LTD., LONDON, ENGLAND  
U.S. Agents: Vantage, Club & Grocery, Inc., New York, Chicago

**Craven "A"**

LONDON CIGARETTES

*"I like my Shelvador  
because:*

...it's not only a  
really beautiful re-  
frigerator but it hasn't  
given us a bit of  
trouble since we  
bought it. —MRS.  
DOROTHY MONT-  
GOMERY, CHAR-  
LOTTE, N. C.



**LOOK**  
NO OTHER  
REFRIGERATOR  
HAS THIS  
ADVANTAGE

**CROSLEY  
SHELVADOR**

**"No more  
'tired'  
'let-down feeling' for me"**

—I feel and look better  
—there is color in my  
cheeks  
—my appetite is keen  
—my weight is back to  
normal.

"This I am noting in my Diary  
and I give full credit to S.S.S.  
for causing me to 'feel like  
myself again.'"

So we suggest—

Don't try to get well in a day...this  
is asking too much of Nature. Re-  
member, she has certain natural pro-  
cesses that just cannot be hurried.

Therefore, if you are pale, tired,  
lack a keen appetite, have lost  
weight and feel run-down... a  
frequent sign that your blood-cells  
are weak—then do try in the sim-  
ple, easy way so many millions ap-  
prove—by starting a course of S.S.S.  
Blood Tonic.

#### an aid to digestion

S.S.S. Tonic will help you to en-  
joy and get more value out of the  
food you eat... it whets the appe-  
tite... and stimulates natural di-  
gestive juices... a very important  
step back to health.

You, too, will want to take S.S.S.  
Tonic to help regain and maintain  
your red-blood-cells... to restore  
lost weight... to regain energy...  
and to give back to your skin that  
much desired natural glow.

Buy and use with complete con-  
fidence, and we believe you, like  
thousands of others, will be enthu-  
siastic in your praise of S.S.S. Tonic  
for its part in making "you feel  
like yourself again."

At all drug stores in two sizes.  
You will find the larger size more  
economical.

© S.S.S. Co.

*.. In the Spring take*

**S.S.S. TONIC**





## PUZZLE . . .

### find the Flaw in *Barbados*

"I'll tell you right off, the answer is there isn't any," writes an inveterate tropic-island traveler. "Barbados has no fogs, no fireplaces, no volcanoes, no earthquakes, and no mosquitoes! You'd think that would spell perfection, but those aren't all of

Barbados' advantages. Among the pleasant things that Barbados *has* is Canadian Club. Its taste in these surroundings, I find, is rich as my host's British accent, and smooth as the peaceful island life. Any wonder that I'm staying indefinitely?"

#### Why so many Americans have changed to this Imported Whisky . . .

In 87 countries Canadian Club is a favorite. In London itself and throughout the British Isles it is the **leading imported whisky**. No other whisky has won such acclaim.

But of more interest to you is this fact: many *Americans* who formerly preferred Scotch, bourbon, or rye have changed to Canadian Club. Today, twice as many *Americans* now drink Canadian Club at home

and at the bar as did only two years ago! **Try Canadian Club yourself**, try it, as many others have, in a "show-me" mood. Experience its distinctive mellowness, rich in flavor yet light in body. You'll see why we can say that **there is only one Canadian Club . . . only one rare, imported whisky with this unique, appealing taste all its own.** Start to enjoy Canadian Club today.

IN 87 LANDS  
WHISKY-WISE  
MEN ASK FOR

*"Canadian  
Club"*

6 YEARS OLD



Stay with Canadian Club! In Manhattan or Old-Fashioned before dinner, or a highball or two after. Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.



# REAL SILK

## HOSIERY



COSTUME BY BERGDORF GOODMAN

*Our Shop-at-Home Service* makes it easier for women to buy—Realsilk Representatives call on you—no shopping hurry—no parking worry . . . *Our Way* of manufacturing stockings makes them more economical for women to buy—pure, fresh silk—more snag-resistant twist—best and most permanent dyes . . . *These qualities* every time mean longer average wear.



*World's largest manufacturer of silk hosiery for men and women.*

*Real Silk Hosiery Mills, Inc., Indianapolis, Ind. Branch offices in 200 cities.*